

FIRST EVER IN TURKEY: THE APPLIED COURSE, TITLED AS “DRONE SHOOTING TECHNIQUES”, WILL BE TAUGHT AT THE ISTANBUL GELISIM UNIVERSITY!

The course of the “drone shooting techniques” to be taught practically at the Communication Design Department of the Faculty of Fine Arts of the Istanbul Gelisim University first time ever in Turkey within the bachelor programs will be included in the curriculum in the Spring Semester. All details pertaining to the drone and its use will be taught practically at the course due to be taught by the lecturer, Ahmet Bikiç, who has been the award winning director of cinematography.

THE COURSE MAY BE ATTENDED BY ITS STUDENTS IN THE SPRING SEMESTER OF 2021-2022!

The course that is titled as “Drone Shooting Techniques” and will be taught in the Spring Semester of 2021-2022 academic year of the Communication Design Department of the Istanbul Gelisim University will be applied at the curriculums of the four-year bachelor programs in Turkey. It is planned to keep the student quota by 25 persons at the “Drone Shooting Techniques” department, offered as an elective course.

The Lecturer, Ahmet Bikiç, who indicated that the students would have the opportunity of knowing and learning about the drone technologies and drone shooting techniques that are expected to be much more integrated in our future life, indicated as follows: “The students, together with this course, will not only take the opportunity of dominating the rapidly developing drone technologies at our current period, at the same time, they will acquire this important knowledge that they may use within the direction of their own objectives at the sector, and will also experience a flying experience. This field of study that has come forth with new opportunities, offered to us by the current technology, reaches entirely another scope through special shootings. The decision of teaching the techniques of the use of drone as a course has come forth as a result of all these developments.”

THEY WILL LEARN ABOUT THE AERIAL PHOTOGRAPHY THAT HAS BEEN THE FAVOURITE SHOOTING STYLE OF RECENT PERIOD

The Lecturer, Ahmet Bikiç, who emphasized that it was not possible to transmit the knowledge pertaining to the drone and its use only from theoretical point of view, indicated that the aerial photography is the most favourite mode of shooting of the recent period and that the basic objective of teaching it as applied was to transmit the drone and its use, frequently practised in the field of cinema and video at our current period, and make the students acquire an actual skill that they may use all the time.

ATTENTION! YOUR SOCIAL MEDIA ACCOUNTS MAY BE HACKED

While the information technologies that have already been an indispensable element of daily life facilitate the life on the one hand, it also goes on creating substantial security vulnerability on the other. While it is indicated by the specialists that the passage from a physical

environment to the cyber environment are frequently observed in criminal acts together with the rapid development of technology, it has been the social media platforms where this was experienced most prevalently.

Dr. Serkan Gönen, who is a Computer Engineer and Academic Member, emphasized that it was especially taken advantage of the weaknesses of people in cyber-attacks, realized out of the social media, and mentioned about a few different methods for the protection from those kinds of cyber-attacks:

“DO NOT CLICK ON LINKS, SENT UNDER THE TOPICS SUCH AS SICK CHILD, ANIMAL RIGHTS, UPDATING AND SO ON!”

A great proportion of attacks, realized at the social media environments that have a substantial size of market are carried out of the social engineering applications by taking advantage of the sentimental aspects of the users. The Academic Member Dr. Serkan Gönen of the Istanbul Gelisim University, who indicated that it has been started to witness the incidents such as hacking of social media accounts, publication beyond the knowledge of the user and asking for ransom for the return of the account very frequently further added as follows: “First of all, at the end of clicking on the links, sent with the titles of especially updateings, violence to women, animal rights, sick child and so on, the links goes to an address belonging to the attacker before all else and causes the seizure of the passwords belonging to the users. Then link is redirected to the legal page so that the users cannot be aware of the attack in various numbers of attacks and by this means, the users may be caused to think about the fact that they might enter a wrong password.”

Mr. Gönen, who indicated that it was necessary for the users to pay attention to the matter for the protection from the social engineering attacks, also emphasised that the search engines were not reliable and secure either.

“PREFER LONG AND STRONG PASSWORDS”

It is necessary not to click on the links having come out of social media or through internet and to go into the official website of the organization or institution related thereto where the link comes from and check out the content on absolute basis.

“It is necessary to enter only in the reliable websites into the address line out of the search engine at issue, and secondly, however, to use especially strong passwords, mainly corporate accounts, and at the same time, to prefer different passwords as much as possible for all accounts. You should prefer recallable passwords bearing at least 12 characters.”

The Academic Member Dr. Serkan Gönen, who underlined that it might be possible to be protected from various numbers of cyber-attacks by taking those of warnings into consideration and applying the same, emphasized the importance of taking advantage of the technology that has become an integral part of our lives by taking correct and proper measures in that context.

THE ARTICLE OF THE ACADEMIC MEMBER, DR. CANAN TİFTİK, WAS PUBLISHED IN THE MAGAZINE “İZLEK AKADEMİK”

The article bearing the topic of: “The effects of Strategic Management Understandings, Used in Competition Gains, by Enterprises in Turkey. A Systematic Review” of the Academic Member, Dr. Canan Tiftik, from the Department of Management Information Systems of the Faculty of Applied Sciences of the Istanbul Gelisim University, was published in the Magazine “İzlek Akademik”.

THE SYSTEMATIC EXAMINATIONS OF 11 DIFFERENT RESEARCHES HAVE TAKEN PLACE IN THE ARTICLE

While it is stepped in a rapid adaptation process period for the non-interruption of services at the enterprises together with the Covid-19, the business to business competition process has changed as well. The enterprises getting in touch with the consumer through online channels gained various numbers of new habits at the epidemic period. Dr. Canan Tiftik, an Academic Member of the Istanbul Gelisim University, mentioned about the reviews systematically out of 11 researches, made in actual national literature of the effects of the strategic management understandings, used by the enterprises in Turkey within their competition gains in new normal life, in her article having the title of “The effects of Strategic Management Understandings, Used in Competition Gains, by Enterprises in Turkey: A Systematic Review”.

It has been concluded in the article having indicated that the enterprises having come up to the consumers with innovative opinions and products constituted a positive process for their commercial future. At the same time, the article will also make contribution to the strategies that the enterprises apply in digital domains in the provision of their competition and also to the new works subject to competition.

THESE MEASURES WILL PROVIDE SAVING IN YOUR ELECTRICITY BILL

Heavy electric bills, faced by home (residential) subscriber’s groups of consumers occupying the agenda to a great extent in recent days, have brought the question of “Whether it is possible to pay a lower bill” to the minds. The Academic Member, Dr. Ekrem Süzen, who is the Head of the Department of the Civil Air Transportation Management Program of the Gelisim Vocational School of the Istanbul Gelisim University, indicated the methods of having an invoice of lower value for the consumers whose daily consumption is over 7 kWh.

“USE HOUSEHOLD ELECTRICAL APPLIANCES”

The decision of the Energy Market Regulating Board, published in the Official Gazette of December 31, 2021, to bring the dally consumption of energy from 7 kWh down to 5 kWh was raised to 7 kWh again as of the month of February. However, the Academic Member, Dr. Ekrem Süzen, of the Istanbul Gelisim University made clear the methods of having lower bills for the consumers, who seek the use of electricity in the optimum manner without giving in from the comfort of life any further, as follows:

"It is useful not to start or operate the half-full (electrical) household appliances already not fully filled up, such as washing machine, dishwasher and so on and wait for them to be filled up completely. Unplugging the appliances such as television, radio, internet and so on will bring down the consumption when they are not in use. The matters that should be paid attention thereto in the preference of white goods: "Preferring the products providing less energy consumption such as A++. The white goods, produced 15 or more years ago, consume much more energy in comparison with the white goods of recent period. Therefore, the use of the white goods providing the energy saving is substantially important. The use of new generation lighting having lower energy consumption but higher intensity of illumination such as LED light emitting diodes and so on, will be beneficial."

Mr. Süzen, who mentioned about the fact that the chargers that are not used in plugs or have no devices, connected therewith, may create a loss of energy if they are left plugged, indicated that it might be possible to create energy economy in positive direction when all measures so mentioned are put into application.

"THE RESIDENTIAL CUSTOMERS (SUBSCRIBERS) SHOULD BE DIRECTED TO MAKE SAVING"

The Academic Member, Dr. Ekrem Süzen, who drew attention to the unit costs of the white goods that we use frequently within the day continued to indicate as follows:

"The electric unit costs refer to the same prices irrespective of subscribers' groups. In case the price of a consumer group falls down, this deficit will be subsidized by the other consumer group. This circumstance will be eliminated by the graduated electric tariff (rate) and it will especially necessary to direct the residential subscribers for saving."

Mr. Süzgün, who indicated that it was not necessary for the users of the graduated electric tariff to change their electricity meters, added that the indoor or in-house measures should be paid attention in order not to exceed the daily 7 kWh limits so determined.

HEARING LOSS AT A PROPORTION OF 2 % WAS DETERMINED AMONG THE CHILDREN OF 2-14 AGE GROUPS IN TURKEY

The hearing loss affects the development of the children.

The Academic Member, Dr. Nurten Küçük, of the Audiology Department of the Vocational School of Health Sciences of the Istanbul Gelisim University indicated that the hearing tests, carried out on new-born infants and at the childhood age, play an effective role in the prevention of the hearing loss.

The Academic Member, Dr. Nurten Küçük, of the Istanbul Gelisim University, who underlined the importance of the scanning BERA hearing tests, conducted by the Ministry of Health and carried out on every new-born infant, indicated that the BERA test making it possible to determine the congenital hearing losses at an earlier period also gave opportunity for the measurement of the degree of the hearing loss.

"ANTIBIOTIC AND CHEMOTHERAPY MEDICATIONS CONTAIN POISONOUS SUBSTANCES FOR EARS"

The Academic Member, Dr. Nurten Küçük having indicated that different hearing test applications were made in the cases where the hearing loss at severe degree, indicated as follows: "Especially the infant or child is experienced a high-fever illness, and there has been a eclampsia or jaundice background, the possibility of hearing loss among the persons taking place at this patient group is considerably high. At the same time, it is absolutely necessary to have a medical check following this type of illnesses or treatments making sure whether there has been any endolymph available within the ear in advance of the hearing test. The endolymph, gathered within the ear, may constitute an obstacle for the hearing test. Therefore, it is necessary to apply a medical treatment before all else for the endolymph, gathered within the ear and afterwards, to make a hearing test."

The Academic Member, Dr. Nurten Küçük, who mentioned that the antibiotic and especially chemotherapy medications contained poisonous substances for the ears, emphasized that it was necessary to make the hearing tests at certain intervals in the children group undergoing these treatments.

A HEARING LOSS OF 2 % WAS DETERMINED AMONG THE CHILDREN AT THE AGE GROUP OF 2-14 IN TURKEY

Notwithstanding that the hearing losses are constrained (avoided) in our country by means of hearing scanning tests, conducted by the Ministry of Health at schools and new-born infants, a hearing loss of 2 % was determined among the children at the age group of 2-14 in Turkey according to the last researches, carried out by TÜİK (Turkish Statistical Institute). At this point, the Academic Member, Dr. Nurten Küçük, of the Istanbul Gelisim University, who indicated that the medical examinations of ear, nose and throat will bring the most effective results, said that it was possible to make a bionic ear application in the cases where the hearing loss was at very sever stages.