

“SOCIETIES WILL CHANGE IF ADVERTISEMENTS CHANGE!”

The social gender equality card advertisements that have been one of the most important means of the consumption culture appeared to be evident. According to the research, carried out by the Effie Awards Turkish Television Advertisements, while the women are predominantly represented in the advertisements with cosmetic, house cleaning and health products, the men, however, take place more frequently in telecommunication, automotive and financial support categories.

The Academic Member of the Advertisement Department of the Faculty of Economics, Administrative and Social Sciences of the Istanbul Gelisim University, Dr. Seyra Kestel, who indicated that the transformative and effectual power of the advertising in terms of social aspect lays some responsibilities both on trademarks and advertisement producers in the name of reduction of inequalities and elimination of discriminations in the society, said: “One of the areas where the social gender representations are “problematic”, appears to be the advertisements. The research, made in this respect, proves these problems from numerical point of view. If the advertisements change, the societies will change as well. Therefore, it is necessary to use the transformative power of the advertisements.”

THE ROLES AND BODIES OF THE WOMEN ARE STANDARDIZED

The research of the Effie Awards Turkish Television Advertisements, carried out on a total number of 282 television advertisements in 2020 revealed the proportion of the woman’s external voice as 16 %, and main character representation of the woman in the role of working woman as 24 % and the proportion of the woman, shown at the workplace, however, as 16 % at the television advertisements. At the same time, while the men take place in the role of working persons twice more than women in the researches, their rate of representation in funnier characters and leadership features is higher in comparison with that of the women.

The Academic Member of the Advertisement Department, Dr. Seyra Kestel, who indicated that the women were not left aside with the identification of their traditional gender roles and their bodies were standardized as well, kept on saying as follows: “Another result of the research is the rate of the woman main character at a weight of above average as low as 8 %. The individuals-groups, not represented as much as the traditional gender roles and stereotypes, represented in the media and advertisements, is one of the obstacles in the elimination of the social gender equality. However, the advertisements reach almost all parts of the society in the demographic and socio-economic category. As a consequence, it appears to be necessary for the content producers to fulfil their ethical responsibilities.”

FIRST STEP FOR SOCIAL TRANSFORMATION: VISIBILITY

The discrimination that causes the gender inequality appears to be available not only in the television advertisements, published in Turkey, at the same time, worldwide as well. While the advertisements, which have been the most important means of the culture of consumption, encode the genders with traditional stereotypes, get away from the principle of “visibility” for social transformation by disregarding some identities and orientations.

Mrs. Kestel, who emphasized that it was necessary to get prepared with contents being sensitive to the social gender equality in consideration of the power of the advertisements to effect and transform the society, kept on indicating that the production of advertisement upon adaptation of the principles of equal representation and visibility turns out to be substantially important for a more just and equal society.

TWO ARTICLES AT THE SAME TIME FROM AN ACADEMICIAN OF THE IGU (ISTANBUL GELISIM UNIVERSITY) ON THE MOST INFLUENTIAL GLOBAL MAGAZINE

The article, titled as “Symmetric and asymmetric impact of economic growth, capital formation, renewable and non-renewable energy consumption on environment in OECD countries”, of the Academic Member of the Faculty of Economics, Administrative and Social Sciences of the Istanbul Gelisim University, Dr. Festus Victor Bekun, was published at the magazine of “Renewable & Sustainable Energy Reviews. The article of Mr. Bekun has been published for the second time in the magazine that has the highest sphere of influence within scope of its field of engagement worldwide.

THE ISSUE OF THE OECD COUNTRIES WERE ADDRESSED

The OECD countries were addressed thereto at an article, titled as “Symmetric and asymmetric impact of economic growth, capital formation, renewable and non-renewable energy consumption on environment in OECD countries”, by the Academic Member, Mr. Festus Victor Bekun, jointly with Aqib Mujtaba and Pabitra Jena from the Shri Mata Vaishno Devi University.

The data, gathered from the year of 1970 up to 2016 were addressed thereto at the article where the effect of the economic growth, capital formation, renewable and non-renewable energy consumption on the CO2 emissions and ecological footprint of members of 17 OECD countries.

It is possible to have access into the article from [here](#).

WARNING FROM THE EXPERT: KEEPING FRUITS AND VEGETABLES IN VINEGAR-ADDED WATER FOR A CERTAIN PERIOD OF TIME IS NOT SUFFICIENT TO ELIMINATE VIRUSES!

"It has become important to strengthen our immune system following the occurrence of epidemics. The consumers, who wanted to be nourished more organically and healthily, tended towards the consumption of fruits and vegetables. However, the fruits and vegetables that are not cleaned properly bring the consumers face to face with illnesses such as cancer.

The Academic Member Dr. Başak Gökçe Çöl from the Department of Nutrition and Dietetics of the Faculty of Health Sciences of the Istanbul Gelisim University made a warning having said: "Keeping the fruits and vegetables in vinegar-added water for a while does not kill viruses as a whole. Therefore, clean your vegetables and fruits under running water or keep them in carbonated water for a certain period of time."

400 G OF FRUITS AND VEGETABLES SHOULD BE CONSUMED PER DAY!

The fruits and vegetables that are substantially rich in terms of fibre are those of indispensable foods of diet lists. These foods having substantial importance from the point of view of the health of intestine go through various processes until they come from the field up to our dinner table. According to the researches, made by the Center for Disease Control and Prevention (CDC) of the United States of America, the foods could be best cleaned by scrubbing under the running water. The Academic Member Dr. Başak Gökçe Çöl, who drew attention to the consumption of vegetable and fruit having positive effects on health, made evaluations with relation to the subject matter having said:

"It is known that the consumption of at least 5 portions (400 g) of various fruits and vegetables as recommended by the World Health Organization (WHO) prevents the occurrence of serious health problems such as cardiac disease, paralysis (stroke), some types of cancer and so on. However, the consumption of the fruits and vegetables that have not been cleaned properly creates some physical, microbial and chemical risks. Therefore, while picking up the fruits and vegetables that you will make ready for consumption, it is necessary to pay attention to the fact the outer shells of them contain no decay, bruise or stain on them. At the same time, it is necessary to separate the decayed and bruised parts of the fruits and vegetables before all else during the washing process, and then, they should be consumed after proper washing."

THE BEST METHOD OF WASHING: KEEPING THEM IN CARBONATED WATER FOR A WHILE

It has been proved according to the scientific studies so made that washing the fruits and vegetables by keeping them in carbonated water for an envisaged period of time

helped the cleaning (elimination) of more pesticide residues in comparison with the fruits and vegetables, soaked in the vinegar-containing water for a certain period of time.

Mrs. Çöl, who emphasized that it was necessary to carry out required hygiene measures and applications in order to consume the fruits and vegetables that have been the indispensables of the public health in a manner that would create the least damage or harm to the body, emphasized that it was necessary to show a separate attention and care for all foods coming to the dinner tables.

EXPECTED SNOWFALL IN ISTANBUL CANCELS 205 FLIGHTS!

It has been announced that 205 flights that would have been made on the 10th of March from the Istanbul and Sabiha Gökçen Airports were cancelled by the decision of the Emergency Committee of Meteorology as a result of the heavy snowfall, forecasted by the General Directorate of Meteorology in Istanbul. It is also expected that there might be a rise in the flight cancellations as a result of snowfall, expected to continue until Monday.

The Academic Member of the Aviation Management Department of the Faculty of Economics, Administrative and Social Sciences of the Istanbul Gelisim University, Dr. Oğuz Yıldız, who indicated that the aviation sector was made to go through a different test for each day elapsed with the crises in various types, said: 'A fall in the flights of the airline of our country realizing the highest numbers of flights on daily basis at a rate of one in fifth even for one day as a result of extraordinary weather conditions will cause a substantial loss of income.'

THE SNOWFALL WILL LIKELY AFFECT THE ISTANBUL AIRPORT MORE

The Academic Member of the Istanbul Gelisim University, Dr. Oğuz Yıldız, who underlined that it was necessary to take some measures in order to prevent any losses arising from the failure of realizing the scheduled flights in Istanbul where more snowfall is forecasted especially at Friday night, said: "It is estimated that the snowfall will rather affect the airlines operating at the Istanbul Airport and at the same time, its passengers and employees. As a consequence, it may be an important strategy in respect of the prevention of possible losses to direct the related airlines to other countries having passenger potential in order to pick up cargos and passengers while the weather conditions are flightworthy."

Mr. Yıldız having emphasized that it was possible to mentioned about the additional income losses since the fact that any failure of realization of a flight will make the realization of other connecting flights indicated that this process due to be experienced for a short period of time will affect the airlines on daily basis.

Warning from the expert: Fat-free diet not sound and convenient!

The consumption of fat (oil) having substantially important position in the nutritional system left its place to alternative nutrition(s) together with rising oil prices especially in recent days. The Academic Member, Dr. Ayşe Huri Özkarabulut, who is Head of the Department of Nutrition and Dietetics of the Istanbul Gelisim University, said "It is necessary for us to consume fat (oil), even if just a bit, in order to take the vitamins melting in oil into our body. In this respect, we can raise the consumption of fish as an alternative to the vegetable oils and meet a part of our fat/oil requirement with oilseeds. At the same time, the fat requirement of the body may be met with 10-15 hazelnuts, raw almonds or 5-6 walnuts that we may consume on daily basis."

"VEGETABLE OILS KEEP CHOLESTEROL UNDER CONTROL"

The Academic Member, Dr. Ayşe Huri Özkarabulut, who is the Head of the Department of Nutrition and Dietetics of the Istanbul Gelisim University, and emphasized that it was absolutely necessary to take the oils that are very valuable in terms of omega such as olive oil, sunflower oil, soya, corn oil and so on externally on absolute basis said as follows: "If you are not a vegan, you can take the saturated fats from the animal-origin foods and prevent the consumption of additional saturated fat consumption. However, while the olive oil from the omega-3 and omega-6, which we describe as unsaturated oils, keeps the cholesterol under control, the vegetable oils such as sunflower oil and so on, has an effect of reducing the level of cholesterol. Therefore, it is absolutely necessary to take in these types of oil externally in a balanced manner."

In daily life, however, the sound oil-take-in may be possible by adding walnut instead of liquid oil in salads or consuming 10-15 olives at breakfasts.

EXCESSIVE OIL CONSUMPTION CAUSES CANCER

Taking a proportion of 10-25 % of the polyunsaturated fats such as sunflower oil, corn oil, soya oil and so on as omega-3 prevents the cardiac diseases. These vegetable oils playing an important role in the reduction of cancer risk will definitely have to be given a place in the healthy nutrition system.

The excessive consumption of fat raises the level of cholesterol and causes the accumulation of cholesterol on the vein walls and as a result, vasoconstriction. Since the fact that such vasoconstriction will reduce the amount of blood going into the heart, it may cause a cardiac attack. In the meantime, Mrs. Özkarabulut, who indicated that there was a relationship especially between the breast cancer and oil consumption in the researches so made, also emphasized that excessively fried oil consumption increased the risk of the cancer occurrence (stomach).

DEMAND FOR SECOND-HAND SHOPPING GROWING

Sustainable lifestyle has started to dominate all over the world, especially due to the decrease in natural resources. The fact that users can also access luxury goods in the second-hand market via online and rental platforms reveals new forms of consumption. While the concept of ownership leaves its place to value of use, the interest in brand-guaranteed second-hand products is also quite high.

Emphasizing that users' value structures have changed, Dr. Alpaslan Kelleci, the Faculty Member of Department of Business Administration, Faculty of Economics, Administrative and Social Sciences at Istanbul Gelisim University stated, "In the past, it was not appreciated much to buy and use any used items or clothes from someone else. However, changing value structures both lead brands to make products with untimely designs and lead consumers to sustainability."

IN 2020, 33 MILLION CONSUMERS BOUGHT SECOND-HAND PRODUCTS FOR THE FIRST TIME

According to the researchs conducted by Resale Report in 2020; while 33 million consumers bought second-hand products for the first time in 2020, 76% of the participants also think that second-hand sales will grow in the coming years. Mentioning that the decrease in natural resources in the world makes it compulsory to become more conscious of consumption, Dr. Alpaslan Kelleci, the Faculty Member continued:

"Increasing conscious consumption created a demand for reuse of second-hand products. The second-hand market extending from clothing to furniture and even to the electronics sector allowed business models to be updated according to consumer expectations, by adapting them with technological elements. Especially, in the second-hand product stores opened by the brands themselves, the fact that such products are guaranteed by them both assures the consumers and enables brands to be admitted more."

HIRE IT OR BUY IT

Today, due to the rise of online preloved and luxury rental platforms, besides the increasing demand for second-hand luxury goods, also interest in new forms of luxury consumption is increasing. Brands that have changed their business models are make their products open to accessible and sustainable consumption thanks to "pay-as-you-go and rentable luxury".