

**ISTANBUL GELISIM
UNIVERSITY**



SosyoCom

MONTHLY EVENTS AND NEWS BULLETIN

MAY 2022 | ISSUE 17

CONTENTS

TECHNO-AGENDA.....	3
• Technology Meets Art-Art Reflections from a Technological Perspective: Digital Art.....	3
• Digital Structurlng to Change? To Plan?.....	4
ECO-AGENDA.....	5
• Water Footprint.....	5
NEW OCCUPATIONS.....	6
• The Future of Advertising.....	6
• Ghost Kitchen.....	7
SOSYOCOM SHELF.....	8
• A MOVIE: "The Worst Person in the World".	8
• A SERIES: Wild Abandon.....	9
• A BOOK: Antabus.....	9
• BOOK REVIEW OF THE MONTH: Heart of a Dog.....	10
• MOVIE REVIEW OF THE MONTH: The Joneses.....	11
• Academic Playlist.....	12
CULTURE-ART-LITERATURE.....	13
• Netflix's User and Value Loss.....	13
• Golden Age of Turkish Rock Music.....	15
EDUCATION-RESEARCH.....	17
• Strategy Attracting the Customer with Empathy: Insight in Advertising.....	17
ENTREPRENEURSHIP AND INNOVATION.....	18
• 3 Of the Best New Features in Adobe Photoshop 2022.....	18
POLITICAL AGENDA.....	20
• 19 May Commemoration of Atatürk, Youth and Sports Day	20



HEALTH-PSYCHOLOGY.....	21
• City and Communication.....	21
• Panic Buying Resulting from Problems in the Supply Chain.....	23
SOCIO-AGENDA.....	24
• The World of Advertising as Outdoor Advertising.....	24
• One Day Everyone Will Be an Influencer- Influencer Effect.....	25
• A Cross-Media	
• Storytelling Example: Midnight at Pera Palas...	26
• Cancel Culture as a New Crisis Area of Brands..	27
TIME TO SOCIALIZE.....	28
• Events in Istanbul.....	29
• June in Istanbul.....	30
• A Fantastic Street Flavor: Raw Meatballs.....	31
• IGU Student.....	32
ABOUT ACADEMIC LIFE.....	33
• Publications.....	34
• Leavers.....	34
MASTHEAD.....	35

TECHNOLOGY MEETS ART-ART REFLECTIONS FROM A TECHNOLOGICAL PERSPECTIVE: DIGITAL ART

TECHNO-
AGENDA

Asst. Prof. İpek SUCU
The Department of Advertising

When traditional art was combined with computer technology, digital art emerged as a new concept. The development of technologies has supported the emergence of new art formations with the techniques that have changed the dimension of digital art with the accompanying dimension. When we look at art from a digital perspective, as in all areas where technology has an influence, it is an undeniable fact that art has entered into transformation. The development of technology has the characteristic of being a magical environment that has started to attract all digital platforms in the internet environment. The development and change of digital art in every field allows art to include traditional tools and genres within its body. Today, digital is developing and taking a new form, it is seen that numbers, symbols, virtual forms, expressions, and fictions in works of art are increasing, and designs such as software animation are accepted as digital art.

Contrary to the thought that it is easy to produce works of art in the digital environment, it turns out that producing art with technology is not a simple phenomenon. While in traditional artworks it is realized that the person performs his own art, in digital art, shaping the work of art by using computer program knowledge with hardware to reveal works of art. In the production of digital works of art, being able to produce without repeating the art dimension and revealing an original work with program knowledge can support the production of original works in digital works. It is the presentation of program information while revealing the works of art.



It is observed that there may be obstacles for the art produced in traditional art to be noticed by the community on multiple platforms other than the the art-loving masses. In traditional art, it has been noticed that the works of especially well-known people are followed more on the published platforms. With the world's transition to a digital era, it allows people to quickly access the works produced in every field and on every subject in the internet environment on multi-media platforms. With the emergence of digital art, the produced works can be delivered to millions of people with one click thanks to technology. In this direction, developments in the field of digital art create a universal world in which art is integrated with the digital, and opens its doors to a vast world to be explored in order to expose the artist's universal and original perspective to a wider audience and in all areas of digital media with the support of computer technology. In this process, where we are perhaps at the very beginning of digital art, it is estimated that digital art will enter a period in which digital art is closely followed by the whole world with the support of artificial intelligence and high technological equipment. In this respect, it is highly likely that digital art will show greater developments in the future.

DIGITAL STRUCTURING TO CHANGE? TO PLAN?



Adem BALTACI
Public Relations and Advertising Specialist

Planning the perception instead of changing human perception in the 21st century is a great discovery made in the name of human psychology. Psychological fiction planning lies under the colors of posters, billboards, writings, and books. First of all, studies are being carried out in which direction human perceptions are better, such as purchasing perception. In line with human preferences, human perception tends in that direction. At the beginning of these, in line with the data obtained from face-to-face interviews, interviews, surveys, search history on social platforms and details such as likes, comments, shares, followers and views, the wishes of the target groups, including their tastes, beliefs, and political opinions, are determined and planning is done in multiple channels. The most important of these are subliminal content messages. In line with this data, designers design from psychological content to color, model, and appearance. In the near future, it may be possible that the pictures taken with augmented reality using artificial intelligence in the software world will enter our lives with the logic of narration. For example; you can take a picture of the malfunctioning section of an electronic device in your home and show it to the artificial intelligence, the artificial intelligence can tell us how to repair of the picture from beginning to the end by playing the picture with a video, or the services we chose can be made into a video narration in the artificial intelligence environment.



WATER FOOTPRINT

ECO-AGENDA

Res. Asst. Eslem BÜYÜKARSLAN
The Department of Customs Management

The sustainability of freshwater resources is critical to social, environmental, and economic sustainability. Not all of the blue areas appearing on the world map represent the water resources we can consume. While 25% of the blue areas are freshwater; 70% of this is hidden in glaciers. Briefly, the amount of accessible freshwater today is less than 1%. It is estimated that in 2050, at least one of every four people will be affected by water shortages. Today, 3.6 billion people in the world live in water-stressed areas, and a 56% deficit in freshwater supply is expected by 2030. In this context, it is important to gain water footprint awareness.

Water footprint refers to the amount of water consumed directly or indirectly in the production and consumption of a good or service. Starting from a simple daily consumption, your water footprint is not just the 200ml water you add to the coffee. It also refers to the water consumed in every process from planting the coffee bean to maturation, harvesting to processing in the factory, and storing and selling it. In fact, 130 liters of water are used to produce a cup of coffee. In this case, the water footprint of a cup of coffee that you drink is more than 200 ml. So, do you drink your coffee plain? If you don't drink plain, the situation is even worse.

In accordance with the same example, it is possible to calculate the water footprint of the consumed inputs other than coffee. The well-known coffee brand's question, "Would you like cream, syrup, or sweetener for your coffee with x TL difference?", doesn't just cost your pocket x TL; it also increases the water footprint of your plain coffee. What about the cardboard cups and straws that you "take away" because you want your name written on them, and that you throw away after drinking the coffee as if they never existed? Accounting for milk and cream boxes, and sugar packages? This is where the importance of water footprint awareness comes into play. Consuming is to destroy by using and spending. In this case, the satisfaction created by the coffee that we drink is only one circle of the consumption chain. The main thing is to take responsibility for the whole process of each act and realize the unsustainable consumption and take action for change.

We have come here by accounting for the 1 cup of coffee we have consumed. The cognitive misconceptions and habits that we live in, hide that consumption is more than a cup of coffee. Just as we can consume more than 1 cup of coffee, we ignore the fact that we also consume the world. If we continue to live by consuming more and more of the world, it is estimated that one day we will be entitled to only 25 liters of water. In fact, although the 25 liters mentioned here is a symbolic amount, the possibility of its realization should not be underestimated. If you wish, you can review your water consumption habits by watching the 25 liters documentary from the link below, and you can make your own water accounting by measuring your water footprint from another link "without paying any difference".

[Click to access to 25 Liter Documentary.](#)

[Click to access to Water Footprint Calculation.](#)



THE FUTURE OF ADVERTISING

NEW OCCUPATIONS



Cem Galip KAHUEÇİ

Professional Certified Coach

Member of ICF (International Coaching Federation)

Since the period when modern technology began to dominate the world, the most developed phenomenon has been 'Mass Communication'. Especially after the printing adventure that started with Gutenberg in the 15th century, the introduction of radio and then television into people's lives changed many things. The idea of unilaterally delivering the message to the masses in the desired direction and thus directing the audience that perceives the message has attracted the attention of the advertising industry and has made the advertising industry a dynamic structure. It has become virtually impossible for capital owners to promote their products to prospective buyers in any other way than mass communication.

The business/working life, which started especially with the Industrial Revolution, people could not find time to spare for themselves; it had acquired a dimension that denied the existence of a perception of time and space other than work and workplace. Thus, the media formed by the trio of radio/television/newspaper has become the kiss of life for the constantly working society and encouraged people to be addicted to the media to relax. The fact that society, which was enthusiastic in the early days of the media, was unprepared for advertising, promotion, and propaganda made them vulnerable to all kinds of abuse. Thus, the media, which has become an important tool for politicians, has also led to the development of new behavior habits in society. The people of the modern world, who have not yet utilised the media for their own benefit, have embraced the media as an authority figure with full surrender, thus accepting whatever was said, whatever was published, was accepted as a reference. Although it is sometimes used with different intentions, this situation has continued. In the early days when television had only a single-channel, society was compelled to watch advertisement broadcasts, promotions and propaganda -because there were no alternatives- with this established dominance. Because people have become inseparable from the only tool where they can reach the content they want to take time and relax.



The fact that the media is developing thanks to modern technological developments has also offered alternatives to the audience and paved the way for its development. At first, the audience, who had no alternative to media addiction, gradually began to realize what they wanted and did not want after the technological development and started to use their rights in line with the opportunities they had. One of the most important examples of this is that with the proliferation of broadcast channels, advertising producers have forced themselves into the creation process in exchange for the audience exercising the freedom to change channels by using the right to 'zapping'.

Advertisers who adapt the technology to themselves will begin to prepare important content that will attract the attention of the audience and even be in their minds. Meanwhile, advertisers and publishers have begun to calculate airtime opportunities among the multicast alternatives, where they can catch the audience off guard. Because the audience has learned to use the freedom to switch to another channel while the advertising is now being broadcast thanks to zapping, which is their new behavioral habit.

In a short time, which is very important for advertising, the principle of conveying the right message to the right target audience through the right channel has become much more important. Very long and frequently published advertising generations, product-oriented sponsorships, product promotions placed in TV series/films, advertising resistances that suddenly enter between the program and/or music no longer achieve their purpose and have even started to attract reaction.

Particularly, the new phenomenon of the audience, which entered our world and even broke taboos and showed similarities with the Industrial Revolution period, has now gained the feature of being watched. All kinds of content from social media, blogs, and forums can be produced easily and instantly without being dependent on monopoly, as well as has a feedback mechanism that is activated instantly. Functional features such as "I don't want to see this ad anymore: Because it is running too much" have started to push advertising into a new development process. Thus, as Noam Chomsky stated in his work, the advertising industry must manufacture 'consent'...' There is an urgent need for innovative ideas to find audience-friendly solutions that follow in advertising production and broadcasting processes. To begin with, influencers seem like a good idea. However, society has slowly started to get tired of this. So what should be the next step?

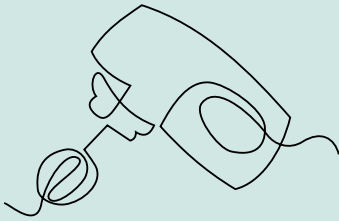
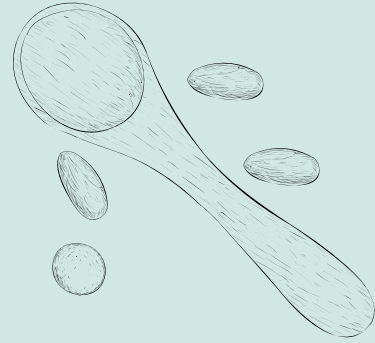
Having worked for many years as a publisher and as a manager in broadcasting organizations, I think the probability of traditional methods producing success in new environments is not very high. In this respect, new and creative processes are needed to update advertising production methods and broadcast strategies, to work for this, and most importantly, to make audience-friendly production and broadcasting.



GHOST KITCHEN

Res. Asst. Aydan ÜNLÜKAYA
The Department of Advertising

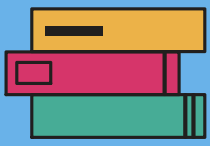
It is seen that there has been a rapid change in the restaurant sector in the last 10 years with the personalized service approach brought by digitalization. However, due to the COVID-19 global pandemic, the stay-at-home decisions and some restrictions, the safety and hygiene rules imposed on the food and beverage industry, and the inability to provide any service other than a takeaway, the restaurant industry faced a great destruction in 2020. This destruction, which caused many cafes and restaurants to close due to large financial losses, prompted business owners to come up with new concepts. One of these concepts is the ghost kitchen. So, what is this ghost kitchen, which is popular in many countries, especially in the USA, and has come to the agenda more during the pandemic process?



The term ghost kitchen, which has been used in the literature with names such as "dark kitchen", "shadow kitchen", "virtual kitchen", "cloud kitchen", "common kitchen", was used for the first time in an NBC New York article in 2015. The concept of the ghost kitchen briefly refers to the disappearance of the areas where people eat and the foreground of takeaway service. More broadly, this concept can be defined as "licensed commercial food production facilities where one or more catering businesses lease a space to prepare menu items optimized for delivery". In other words, there is more than one restaurant in a single kitchen. Meals prepared by different restaurant chefs using a common kitchen are delivered to the desired address by couriers. We can give an example of the ghost kitchen concept as the DoorDash brand in the USA. With DoorDash Delivery, customers can pick up their orders from media such as UberEats or from restaurants at the stations in DoorDash by creating their own pickup.

Since there are no expenses in the ghost kitchen concept such as space rent; materials such as tables, chairs, dinnerware, etc. used in the eating and drinking area; parking area, parking service; employees, such as waiters, cleaning staff, etc, this provides profit to the manager. According to the research, it is predicted that the ghost kitchen market will reach one trillion dollars by 2030. In this direction, it is estimated that the concept of the ghost kitchen may change our traditional understanding of what a restaurant is.

Click to access to references.



**SOSYOCOM
SHELF**



A MOVIE

THE WORST PERSON IN THE WORLD

Res. Asst. Ece DEMİRKAPU
The Department of Advertising

Norwegian director Joachim Trier, whose star has risen in recent years with films such as Oslo, 31 August, and Thelma, made a name for himself in 2021 with the movie *The Worst Person in the World*. The movie had a lot of success in every country where it was released and remained in the theaters for a long time. One of the best movies of the year, *The Worst Person in the World* is a movie that makes you want to watch it again and again after watching it.

Trier, who wrote the screenplay of *The Worst Person in the World* and his other projects with Eskil Vogt, structures the film to have a prologue, 12 episodes, and an epilogue. The fact that the film is structured in this way, as a literary work, is one of the main reasons why the audience feels like they are reading a novel. Another reason for this is, of course, the fact that the story is character-oriented and helps us understand the psychology of the main character layer by layer.

In the prologue part of the movie, we meet the main character, young Julie, who tries to find her path while struggling with her daddy issues. We watch Julie transition from medicine to psychology, psychology to photography departments, and constantly changing professions.



Julie meets Aksel, an illüstrator, at a party she went to when she was a photographer, and they fall in love with each other. Aksel is older than Julie and wants to start a family with Julie. But Julie doesn't feel ready for such a change yet. Julie works at a bookstore during this period and continues to work there for most of the movie.

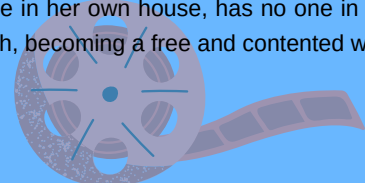
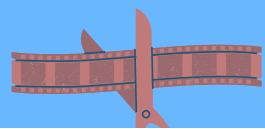
At the autograph session of Aksel's comic book, Julie gets bored and leaves. After exiting, she sneaks into another house party. Here she meets Eivind, and they are very impressed with each other. Although they get very close, they say goodbye without even getting each other's phone numbers because both have a girlfriend/boyfriend, and they don't want to cheat on them.

While her relationship with Aksel is going well, Eivind accidentally enters the bookstore where Julie works. Afterwards, they both realize that they can't be far from each other. One of the most interesting scenes of the movie comes right after their encounter. Julie stops time and people and runs off to meet Eivind. The scene where Julie runs with a smile is the most iconic and memorable scene of the movie, which we also see on the poster of the movie. Julie's running is also a very liberating scene that symbolizes her going into the future with hope, freed from all the ties that hold her back.

After meeting with Eivind, Julie comes home and makes sure that time goes back to the way it used to be, and she makes her breakup speech with Aksel. After this separation, her relationship with Eivind begins. Although they are quite happy at first, over time Julie starts to have problems in her relationship with Eivind. Julie doesn't just want to be a bookstore worker, she wants more. Eivind, on the other hand, is very happy to be a waiter and will continue his life in this way. Simultaneously, Aksel has cancer and Julie goes to the hospital to visit him. However, the scenes in the movie that start out quite cheerful and enjoyable gradually give way to more emotionally intense and sad scenes.

The most discussed topics of the movie are the "me too" movement, mansplaining and post-feminism. Especially the fact that Aksel has a cat character like the *Kötü Kedi Şerafettin* in Turkey, and his discourses are considered too sexist by feminists. While the film supports the freedom of women and feminism, it also does not hesitate to criticize some of its limiting effects with teasing, especially on artistic production.

At the end of the movie, we see Julie as the photographer on a movie set. She lives alone in her own house, has no one in her life, and makes a living from photography. Julie has finally done what she wanted to do, charting her own path, becoming a free and contented woman.





WILD ABANDON

Res. Asst. Ece DEMİRKAPU
The Department of Advertising



Wild Abandon, written by Hakan Günday and directed by Onur Saylak, was one of the Netflix projects that all film lovers were eagerly waiting for this year. The fact that the duo had previously worked together in the movies "More" and "Persona", and that these projects were very popular, greatly increased the expectations of the audience for their new projects. Although the series disappointed the audience with high expectations, it was generally watched and liked a lot.

Wild Abandon, which is a black comedy, tells the story of upper-middle-class architect Oktay Uysal and his family members stuck in modern life, living in one of his residences that continues to rise in a distorted urban transformation in Istanbul. Each of the characters, especially Oktay, who is an architect by day and a punk by night, have separate lives and secrets that those around them are unaware of. Even Oktay's construction of a prison during the day is used as a metaphor for the life in which he is stuck.

Another interesting metaphor in the series is the fog that never rises over the city. Günday makes fun of his own metaphor by using the fog as a metaphor for the political conjuncture of the country through the dialogues of the characters in the series. We can tell this from Suat's words: "The fog descends in Stephan King. It'll be a horror story. The fog descends on us and there is political tension."

We see that writer Hakan Günday's admiration for punk culture has an important place in this series as well as in his books. There is no doubt that those who love to read Günday's novels will enjoy watching this series as well.

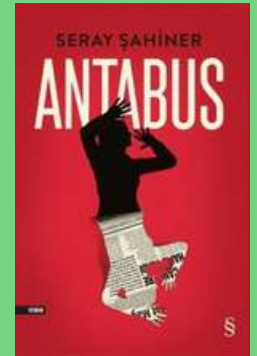
In the cast of Wild Abandon series, there are names such as Öner Erkan (Oktay Uysal), Haluk Bilginer (Berhудар), Uğur Yücel (Olca Uysal), Songül Öden (Nil Uysal), İbrahim Selim (Mert), Nezaket Erden (Yağmur), Serkan Altunorak (Suat Uysal), Umut Yeşiladağ (Ege Uysal), Nilay Yeral (Ece Uysal), Bilyana Jovanovska (Sofia), İbrahim Selim (Mert).

Wild Abandon, where the performances of both the creative team and the actors were quite successful, is one of the most successful and not to be missed Netflix series of the year.

A BOOK

ANTABUS

Res. Asst. Ece DEMİRKAPU
The Department of Advertising



Seray Şahiner's novel Antabus centers on Leyla, a woman who tries to exist in a system that ignores her and seeks ways to save herself and her children from her marriage, where she was subjected to violence, in the most undamaged way. One of the main criticisms of the novel is that there is no solution for women who do not have family support and who are exposed to violence in their husband's homes. Another is that everyone just says "poor woman" and forgets about the femicide news on page 3 after 2 minutes because they have become insensitive to this news.

In Antabus, Leyla migrates from her village to Istanbul with her family. Shortly after their arrival, she starts working in a garment workshop with Hayri, someone known to her and her family. One day, when she is alone in the workshop with his boss, Hayri takes her by force. Leyla thinks her family will kill her. However, her family takes money from Hayri as "blood money" and marries Leyla to Remzi, an alcoholic and much older man. Worse yet, the violence that the young woman experiences in her family home finds her in her marriage. Like herself, her children are also exposed to the violence of her husband. Leyla begins to look for ways to get out of her violent marriage without dying or becoming a prostitute or murderer. The drug Antabus, which helps people to quit alcohol, is one of them. So how does Leyla get out of this vice? Or can she be saved?

In the context of being one of the biggest problems experienced by women in society, the lack of support behind women has an important place in the novel. Because women (especially in the lower class) often have no economic freedom and nowhere else to go if they are separated from their husbands. This results in women being in a tight corner and left in a helpless situation, thus continuing to suffer violence from their husbands.

The main purpose of the novel, as the author frequently states in her interviews, is to settle accounts with everyone who sees and ignores them. In other words, the book criticizes the masculine system, Leyla's family not protecting her, the state's failure to produce any solution, and even more than all of these, everyone who hears, sees, and does nothing about Leyla being beaten.

When the book Antabus is finished, as Şahiner says in her last sentence, we are "turning the page", but the problems and the story discussed in the book remain in our minds for a long time.



BOOK REVIEW OF THE MONTH



HEART OF A DOG

Gülperi KÜÇÜKKARACA

4th Year Student of the Department of Political Science and International Relations (English)



YEAR OF PUBLICATION: 2019
NUMBER OF PAGES: 152
PUBLISHER: BİLGİ YAYINEVİ

There are satires of the social consequences of the Russian Revolution in Mihail Bulgakov's novel *The Heart of the Dog* (*Sobach'e Serdtse*), based on black humor and with descriptions questioning the system it contains. Mihail Bulgakov is one of the writers who wrote from a dissident perspectives about his period. The book was written in 1925 and was censored like similar books criticizing the system, but eventually it was published in the USA in 1968, while it was published in Russia in 1987.

Mikhail Bulgakov was born in Ukraine in 1891. Although he studied medicine, he worked as a writer and journalist, but his works were completely censored in 1930 due to his criticism of the system of the period. He wanted to leave the country because of his financial difficulties, but Stalin refused. At Bulgakov's request, Stalin appointed him as a playwright at the Moscow Theatre, but his works were again censored. He died of kidney failure in 1940.

Heart of a Dog criticizes the regime of the period through the allegorical story of a stray dog. The hopeless and struggle filled life of a stray dog symbolized the Russian people who dealt with hunger, misery, and poverty before the October Revolution. Besides, these leaders were criticized for the thought that the leaders of the Bolshevik Revolution had pulled the Russian society into an unknown through the relationship of an educated and elite doctor who tricked the dog for his own purposes and took it home with him. In addition, references are made in the book about the need to restrain the working class. The fact that the people could not fully adapt to this system, together with a communist system that came with the revolution and still has problems, is discussed in the book. It is shown in the book that the system that the revolution tried to create could not be successful, no matter how much the working class tried to raise awareness, and that the corruption that came with the revolution and corruption in many state institutions increased, and the worst of everything was given to the people who were trying to make a living with a low salary.

Despite an elite lifestyle, how bad the lifestyle of the people is is highlighted in the book. Referring to the fact that even a stray dog can find a place for itself in the Soviet regime, the book reflects the superiority of the working class over the bourgeois class. The educated people did not like this new order because the working class has reached places where it should not have been according to them.

In general, the conflict between the pro-revolutionists (working class) and elitism (bourgeois) is seen in the book. Bulgakov criticizes the communist regime in his book, blending his humor and criticism with fiction, along with the communists' desire to try to create a new Soviet people above bourgeois values.

MOVIE REVIEW OF THE MONTH

THE JONESES

Res. Asst. Aydan ÜNLÜKAYA
The Department of Advertising

YEAR: 2009

TIME: 1 HOUR 36 MINUTES

DIRECTOR: DERRICK BORTE

CAST: DAVID DUCHOVNY, DEMI MOORE, AMBER HEARD, BEN HOLLINGSWORTH, GARY COLE, LAUREN HUTTON

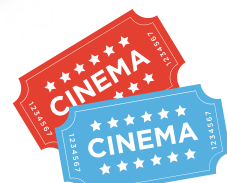


The 2009 film "The Joneses" written and directed by Derrick Borte, can be associated with many topics such as word of mouth marketing, ghost marketing, customer behavior and consumer society. The movie title refers to an English phrase about the movie's content. The expression "Keeping up with the Joneses", which means "conflict with other people", entered English as a sociological idiom. This idiom expresses that "people compete for their social status with their neighbors through their luxury consumer goods and properties". The film tells the story of a group of marketers who, with a perfect family appearance, use "ghost marketing" to encourage purchasing luxury products in the wealthy neighborhood, and market many products that their neighbours do not need by encouraging them as role models for them.

In the movie, Steve and Kate Jones, look like an ideal couple from the outside, and their ideal-looking children, Mick and Jenn, appear so also. The Jones family impresses everyone where they move with their products and their behavior. The Jones family's belongings are constantly the latest model, which encourages their neighbors and directs them towards consumption. In the later scenes, it is understood that these people are not actually a real family, but are employees of a promotion and marketing company called Life Image as a cell family unit. The main purpose of these people, which reflects a lovely family on its face, is to market the products determined by this marketing company to a wealthy segment of society.

This film reveals how consumer society, which serves the interests of the dominant class, was created and in what state it is in the world order dominated by capitalism. Especially with the advances in communication technologies, people have gained the opportunity to spy on each other more. There is no longer a need for a group to enter the life of a wealthy segment, as in the movie. Today, people see the lives of many people with different socio-economic status on social media platforms. In this context, it is aimed to reach their status by constantly trying to buy the products they have. The idea of being happy and successful by consuming has taken over the whole world without realizing it. Thus, the consumer society has grown and deepened. When the film is analyzed considering today's consumer society, it shows that we are all ghost marketing workers. At this point, perhaps consciously or unconsciously, we influence those around us with the commodities we own and are affected by what we "follow". As a result, the consumption society created in line with the dominant ideology is fed with the consent of the people and the movie "The Joneses" successfully reveals the seriousness of this situation.

[Click to access to references.](#)



AKADEMIC PLAYLIST



Res. Asst. Cansu TÜRKER The Department of Business Management (English)

Since the Advertising Department of our faculty prepared the May issue of Sosyocom, we included iconic songs that we also heard from commercials in this month's playlist. Click now to remember the moving songs from advertisements of world-famous brands such as Cadillac, Apple, Toyota, Mavi, Cadbury Citroen, Cheetos, Nokia, Nike. Let's see which song played in which brand's advertisement, will you remember?

Enjoy!

- Daddy Cool**
Boney M.
- Best Friend**
Sofi Tukker, NERVO, The Knocks, ALISA...
- Welcome to My Life**
Simple Plan
- In The Air Tonight - 2015 Remastered**
Phil Collins
- In My Heart**
Moby
- I Got You (I Feel Good)**
James Brown & The Famous Flames
- Red Morning Light**
Kings of Leon
- We Are Young (feat. Janelle Monáe)**
fun., Janelle Monáe
- Thunderclouds (feat. Sia, Diplo, an...)**
Sia, Diplo, Labrinth, LSD
- 1901**
Phoenix
- This Love**
Maroon 5
- Tell It to My Heart**
Taylor Dayne



CULTURE- ART- LITERATURE



Res. Asst. Okan KIRBACI
Department of Radio, Television, and Cinema
Communications Assistant Coordinator

Netflix's User and Value Loss!

Netflix comes to our attention for different reasons from time to time in Turkey and around the world, but this time the situation is different from the others. Moreover, this new situation may be the beginning of some major changes for Netflix.

Netflix is the first company that comes to mind when it comes to streaming service all over the world. There is even a concept called the Netflix effect in the literature. As of 2022, Netflix offers its services to more than 200 million paid users in more than 190 countries and more than 30 languages.



The view of www.netflix.com in 1998

Looking back chronologically, Netflix started its operations in 1997, primarily in the USA, by offering DVD rental and sales services. Afterwards, the company started to use a user-based movie recommendation system on the web with a great evolution (moreover, at a time when the internet was as static and almost one-dimensional as possible). And the number of users has exceeded millions; after switching to the option of renting and watching movies on the internet (video on demand) and reaching 1 billion DVD rentals, it has turned to web, TV, mobile and other devices and has taken its current form.

In 2013, it is seen that Netflix started to produce its own series and movies called Netflix Originals. Netflix, which sees the principle of "Content is king" and that producing content is more profitable than purchasing content, has won prestigious awards such as Oscars and Emmys with its productions over time, even though names such as Steven Spielberg are against this idea. The number of paid users, which increased in parallel with the rapidly increasing content, exceeded 200 million, and the increase in the number of subscribers reached a record level, especially in the first quarter of 2020, which corresponds to the quarantine period. So far, it can be said that things have been going well for Netflix.



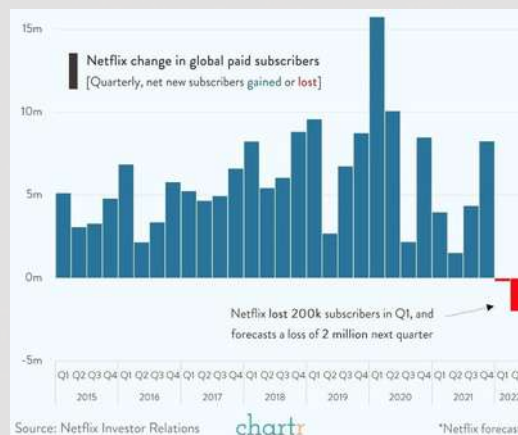
Netflix's depreciation in the stock market

Netflix announced this month that it lost 200 thousand users in the last quarter, which has been increasing slightly every quarter until now. Naturally, the company also suffered a great loss in value in the stock market.

Netflix's last user-base depreciation occurred at the end of 2018, but unlike this period, it is observed that the number of users was still increasing at that time. The reason for the loss in that period is because the targeted number of new users could not be reached.

Another striking point in Netflix's statement is that they expect to lose 2 million more users this year. The chart below shows the change in the number of users of Netflix on a quarterly basis.

At this point, it is possible to say that there are several reasons for Netflix's loss of users and value. Chief among these, as stated in the company's statement, is that the suspension of Netflix services in Russia cost the company 700 thousand users. Likewise, the launch of new digital platforms and the increase in its market share weakened Netflix. For example, Disney+, one of the new names in the market according to Netflix, announced in its statement in November last year that it will increase its budget for content production by another 33 billion dollars in 2022 and will start broadcasting in 11 new countries, especially Turkey, this summer.



Change in the Netflix user numbers quarterly.

The red columns in the graph show the lost and expected to be lost users.

Finally, it can be said that Netflix's recent increase in subscription fees also paved the way for this situation. Although the company tries to express the necessity of this price increase in its statement, it is possible to say that this is not welcomed by the user.

Upon the developments, Netflix's CEO, Red Hasting, stated that although Netflix has been advocating for the economic model that offers content to its users without ads for years, they are open to changes in the current economic model and that they are considering offering a lower-paid subscription model that includes ads. Underlining that the change Hasting mentioned will spread over a long period of time, it should be understood that this idea is quite reasonable, but it is a major change in Netflix's economic model. Moreover, it is easy to say that Netflix has more plans on its agenda and will share them with us over time...

Golden Age of Turkish Rock Music



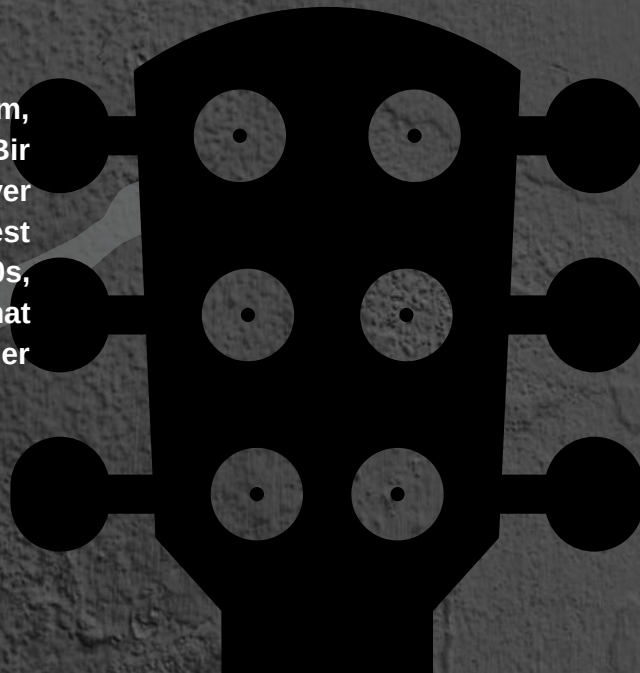
For the Turkish music market, the 90's was one of the times when an album was released almost every day, even the most mediocre album sold hundreds of thousands, this is perhaps the nostalgia of the present, but even in its own time, it was highly criticized. Many albums and songs released during this period are now seen as being either cult or ridiculous. However, local rock singers and bands who released their first albums in this period planted the seeds of rock music that would live its golden age in the 2000s.

One of the two best-selling albums of the year by Şebnem Ferah, Kadın (1996) and Artık Kısa Cümleler Kuruyorum(1999), Teoman's Teoman (1996) and O (1998), Athena's Holigan (1998), Pentagram's Anatolia (1997), Özlem Tekin's Kime Ne? (1995), Öz (1998), Laubali (1999), Duman's album Köprü'nün Altında (1999) were among the bestsellers in the 90s and left their mark with their hits and clips.

I attribute the golden age of Turkish rock music in the 2000s -especially between 2004-2010- to the fact that these singers and groups continued their productions until the 2000s. So much so that the producers, who saw that rock music albums were successful, gave alternative rock and metal albums an opportunity, and the 2000s experienced the carnival of rock music.

When we look at the album sales, the concerts of singers and bands, the headliners at the concerts, the hits they have released, the Youtube views from that day to this day, and we take a look at the prominent albums of this period, we come across a small - and extremely personal - list:

1- Dünya Yalan Söylüyor (2004): The album, which includes Mor ve Ötesi's hits such as Bir Derdim Var, Cambaz, Aşk İçinde and a cover of Sevdâ Çiçeği, is arguably one of the best local rock music albums not only of the 2000s, but of all time. Other albums of the group that were as successful as this one, Büyük Düşler (2006) and Masumiyetin Ziyân Olmaz (2010)



2- Can Kırıkları (2005): Şebnem Ferah's Golden Record award-winning album, which includes the hits Can Kırıkları, Çakıl Taşları and Hoşçakal, is considered one of the best local rock music albums not only of the 2000s, but of all time. However, it should not be forgotten that Ferah's albums Perdeler (2001) and Kelimeler Yetse(2003), featuring the hits Ben Şarkımı Söylerken, Gözlerimin Etrafındaki Çizgiler, Mayın Tarlası, Sigara, Sil Baştan are featured.

3- Any Album of Teoman: It is very difficult to list only one of the albums of Teoman, Turkey's longest-running male rock star of the 2000s, whom music critics regard as one of the best songwriters in Turkey. because when we think of the albums Onyeddi (2000), Gönülçelen (2001), Teoman (2003), En Güzel Hikayem (2004), Renkli Rüya Oteli (2006) and when we remember songs such as Paramparça, 17, Rüzgar Gülü, İki Yabancı, Gönülçelen, İstanbul'da Sonbahar, Senden Önce Senden Sonra, Kupa Kızı ve Sinek Valesi, Rapsodi İstanbul, Güzel Bir Gün, Duş, Dursun Dünya, Aşk Kırıntıları, Renkli Rüya Oteli from these albums, it is very difficult to choose just one of the albums.

4- Seni Kendime Sakladım (2005): The album, which included Duman's songs Seni Kendime Sakladım, En Güzel Günüm Gecem, Aman Aman, which everyone memorized that year, proves that the group is a headliner rock band.

5- Pis (2010): One of the leading groups in bringing punk and rock to large masses in Turkey, Athena's album, featuring the hits Serseri Mayın and Arsız Gönül, is one of the best albums of Athena's career.

Bonus: Şebnem Ferah – March 10, 2007 İstanbul Symphony Concert and Mor ve Ötesi Live Symphonic - Hagia Eirene (2018). It is almost a tradition in the world for many musicians to give concerts with a symphony orchestra or release their concert DVDs, as in the examples of Metallica, Deep Purple and Kiss. However, we see that such a tradition does not occur in any musical genre in Turkey. Şebnem Ferah broke this with her symphonic concert DVD and live album CD and went down in history as the owner of the best-selling concert recording ever in Turkey. Mor ve Ötesi, which gives symphonic concerts in various parts of Turkey, showed its difference by broadcasting one of its most special concerts, the Hagia Eirene symphonic concert, on Youtube.

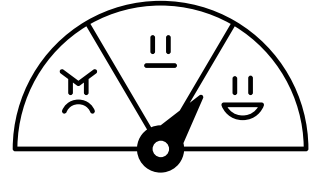
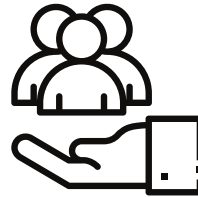
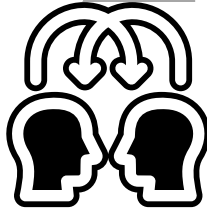
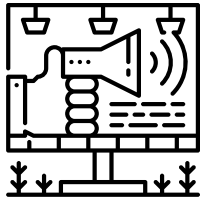
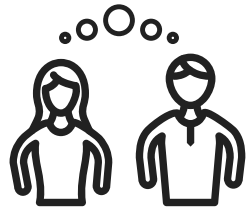


Strategy Attracting the Customer with Empathy: Insight in Advertising

EDUCATION & RESEARCH



Aslı Songül ÖZBAY
3rd-Year Student from The
Department of Advertising
Design and Communication



You may have often heard the word “insight” after the word advertisement. So what is insight? What is meant by insight in advertising?

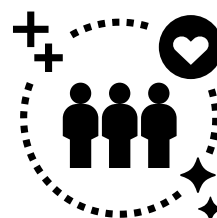
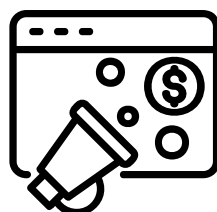
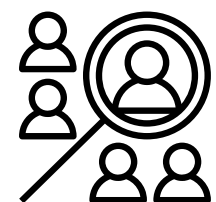
Insight is a concept that we can consider abstract rather than concrete. We can briefly define insight as “the reflection of our feelings and thoughts on our behavior”. In order to have insight, we need to know what emotions and thoughts our behavior is based on, and we need to reveal this.

Insight in advertising emerges when we evaluate our emotions, thoughts and behaviors as customer-oriented. Insight in advertising is when we bring to light the ideas that are in the minds of the customers, what they want to do and in their thoughts and present them to the customers.

Some advertisements affect us from the first second and evoke the thought of “This is exactly me”. These advertisements are advertisements that connect us to ourselves, make us want to watch them, that we watch with a smile, and that are far from false and contrived. The insight strategy underlies these empathetic ads. Ads with a strong insight strategy attract the viewer. Ads that combine a strong emotion and meaning integrity with sincerity can make feelings interactive. For this interactiveization, we should know our target audience well, investigate their likes and how they react to it. We should analyze our target audience well and show them the facts by making them see themselves on the screen. Showing the facts is the building block of insight.



A strong use of insight comes with some advantages. In order to capture a strong insight, it is necessary to know the inner world, feelings and thoughts of the customer well. Understanding the customer and keeping up with the pace is possible by getting out of the ordinary and attracting attention with original and new ideas. When looking at the advertisements of a brand, that brand is always in the first place in the tastes and preferences of the customers who see themselves. Insight also increases the quality and strength of the brand. In this way, the communication between the customer and the brand is accelerated and strengthened with the right expression power. Insight, which includes features such as sincerity, empathy, and impressiveness, adds attractiveness to advertisements and attracts the target audience.



3 Of the Best New Features in Adobe Photoshop 2022

ENTREPRENEURSHIP AND INNOVATION



Asst. Prof. Eda MEZDA
The Department of
Advertising

Photoshop is probably the most well-known and most used software of the Adobe Creative Cloud software package. Photoshop CC 2022, version 23.0.0 of the program, which has been widely used for image editing and image processing for more than thirty years, provides ease of use and time savings to active users, as in other updates.

Adobe Inc., which organizes an event in a festive mood every year for the launch of its new version, held its 2022 launch towards the end of last year with an online conference within the scope of pandemic conditions. The new smart tools and artificial intelligence object selections for Photoshop were very pleasing for users. Among the many new features offered by the latest version, perhaps the most useful ones are Object finder, Harmonization and Landscape Mixer options...



Object Finder :

This new feature of Photoshop is presented as a significantly improved sub-option of the Object Selection Tool, which was added to the usual selection tools with the 2020 version. This functional feature seems to please agency workers who do decoupage for hours, or impatient users who want to quickly separate the object from the background. Because, thanks to this feature, objects in the image can be selected with one click – while preserving more edge details than previous versions. Of course, it cannot be said that the vehicle still makes an excellent selection; there may be areas that the image cannot detect depending on its quality, but it is also pleasing that these areas can be added to the selection manually with simple clicks.



Harmonization :

Photographers who use Photoshop a lot, know the importance of the Filter menu.. The Neural Filters option, which was added to Photoshop with the 2021 version and is one of the most prominent artificial intelligence indicators of the software, surprised especially portrait and nature photography lovers. Now, thanks to the Harmonization option that the software offers with the 2022 version, you can adjust the color, hue, brightness, contrast, saturation, balance, etc. to realistically fit an object whose background has been changed to its new background. It looks like the time of doing manual settings is over. This option creates harmonious and realistic compositions by intelligently adjusting the color settings by one click, after a reference object photo you will add to the relevant screen. It should be added that it is possible to manually intervene in the settings when the feature is lacking in harmony.



Landscape Mixer:

Similar to the Harmonization option, this feature, which can be accessed by following the Filter > Neural Filters > Landscape Mixer path, is an advantageous option for landscape photographers in the Filter menu. Let's imagine we are trying to transform a spring landscape into a snow landscape, a green field into a desert, or a landscape photograph taken at noon into a sunset. While such a process would normally take a few hours, this process, which is automated with the landscape mixer, is completed after a short wait after one click. Fall, winter, spring, sunrise, sunset, etc., which are available as default under this option. In addition to default presets, creating new presets or downloading presets and using them is also advantageous in terms of increasing the number of options.





Res. Asst. Yunus TURAN
The Department of Political Science
and International Relations



May 19 is valuable for not only the value it has as the day the War of Independence began in the history of the Republic of Turkey, but also for emphasizing the duty it imposes on the youth concerning the mission built by the Republic. May 19 is an important milestone which marks the beginning of the War of Independence on the way to our Republic, which will celebrate its centennial next year. Atatürk started the Independence War by moving to Samsun on May 19, 1919. This initiative was the source of the national unity and determination for resistance, which was achieved by the congresses held one after another in Anatolia, and eventually led to the birth of the Republic of Turkey. Due to this historical importance, May 19 was officially celebrated as "Gazi Günü" for the first time in 1926.

With the victory of the Independence War, the young republic entered into a rapid renewal in every field. With the abolition of the caliphate (March 3, 1924) the way was paved for secularism. After the transition to the secular legal order (1937), laicism became one of the basic principles of the Republic of Turkey. With the transition to co-education by the Law of Unification of Education (March 3, 1924) and the closure of dervish lodges and zawiyas (November 30, 1925), the secularization of the Turkish society emerged as a strong trend. To complete these reforms, a rapid Westernization process was experienced with the recognition of equal political rights for women and men, the Alphabet Reform, and the reorganization of universities. These rapid transformations carried the youth to a significant position for the Republic of Turkey. For this reason, in his Address to the Youth, Atatürk said: "Your first duty is to preserve and defend the Turkish independence, the Turkish Republic forever." Thus he entrusted the republic to the Turkish youth. On this basis, it becomes even more meaningful that May 19 was officially renamed Youth and Sports Day on June 20, 1938 with the approval of Mustafa Kemal Atatürk.

May 19, Commemoration of Atatürk, Youth and Sports Day, is a momentous day connecting us to our collective memory by referring to both the memory of the Independence War and the inherited duty of the Turkish youth by Mustafa Kemal Atatürk. Happy May 19 Commemoration of Atatürk, Youth and Sports Day to all!



City and Communication

Health & Psychology

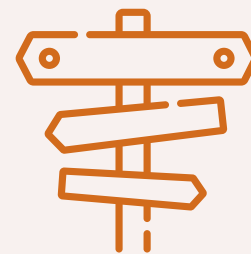


Ayhan Kiliç TURGAY
3rd-Year Student from The Department of
Advertising Design and Communication

I find the communication of a city within itself fascinating. Instead of seeing urban culture as a tool that conveys the communication process, I draw on city, culture-art relations on this metaphor by making it a part of the communication process. If I were to talk about Istanbul, I find myself examining the sharp communication differences between the neighborhoods and the streets caused by the socio-economic structure. I can tell that although these dynamics, which are the result of unplanned urbanization, sometimes seem complex and chaotic, while providing different communication skills to the city and the people living in it, it is also the source of the creative perspective needed by many professional groups, especially artists, who are fed by the city and then produce their work.



Having the history and culture that can take on the role of the material and workshop alone in the art production of the city, Istanbul, the fact that it hosts the transformation process from the landscape and still life tradition to today's perception of nature, the complex problems imposed by the new urban culture, the struggle against war, death and destruction, because it is a Bosphorus city from the deepest water culture, makes the city feel at least as alive as the people in it.



The demographic structure of the neighborhoods, where people from different income levels live, undergoes a sudden change when you go one neighborhood away. I liken this sharp and invisible line to a portal between dimensions. The fact that the European side receives more refugee immigration, and the fact that there are more business centers, businesses and therefore job opportunities makes the European side more chaotic and relatively more cosmopolitan. However, I cannot ignore the difficulties brought about by communication differences. The problems caused by people with different cultures, religions, languages and traditions living in a common area often arise in the current period. I consider this as a process of getting used to living together. In almost every city that we can consider as "cosmopolitan", these conflicts and communication processes have occurred and continue to be experienced. Moreover, while the sociological structure can change even between two neighborhoods in the city, I can say that it is impossible to find the same form of communication in all parts of the city. I think there is a fine line in the communication dynamic I mentioned. In almost every city that we can consider as "cosmopolitan", these conflicts and communication processes have occurred and continue to be experienced.



In order for the process of nourishing from cultural and communication differences to continue, each individual in the society must be able to protect their identity and culture. This will not only keep the culture and communication of the city alive, but also prevent individuals or groups with different ethnic origins from melting into the dominant culture in the society and will eliminate the factor of assimilation.

While walking through the streets where the neighborhood culture and plazas are intertwined, I can easily see that the demolished, unfinished, graffitied walls are replaced by the big construction companies with bright coated modern fonts after a few steps. While looking out of the plaza windows, I think about the harmony of the laundry left to dry on the ropes stretched between the streets in the slum settlements in the opposite neighborhood or the harmony of the carpets washed in front of the door and the luxury store window on the opposite street, this chaotic structure of the city is the only thing that brings the urban culture and communication into existence, and if I speak for myself It provides me with the chaotic energy and different communication skills I need to produce and live.



Panic Buying Resulting from Problems in The Supply Chain

Muhammed Enes TANIR
3rd-Year Student from The Department
of Advertising Design and
Communication



'Panic Buying', which we hear often in relation to the Covid-19 epidemic, is the act of consumers buying and storing products in an unusual way in anticipation of very high price increases and shortages in the event of a real or potential disaster. The biggest reason for Panic Shopping is the fear and anxiety of consumers with the expectation of high price increases and shortages. Consumers, who are affected by the purchasing behavior of other consumers, immediately buy the product they expect by showing purchasing behavior with the effect of herd psychology. This eliminates the fear and anxiety of consumers not being able to access the products.

The recent crisis between Russia and Ukraine was enough to affect the supply chain to a great extent. Especially after we experienced import problems with Russia and Ukraine, which are the leading countries from which we import sunflower oil, it started to spread from ear to ear that the prices of sunflower oil would become very high and there could be a possible shortage. With the effect of the already increasing cost of living situation, consumers flocked to the markets to buy sunflower oil and stock it at home, fearing that "the prices will increase even more and there will be shortages".

After the Covid-19 epidemic, the importance of the supply chain was well understood around the world. The crisis between Russia and Ukraine in the recent period has made the importance of the supply chain more understood, especially in Turkey, and in many countries that import from Russia and Ukraine. Supply chain problems, especially during crisis periods, are one of the main reasons for Panic Shopping in consumers. In these cases, governments need to develop specific plans and policies. For example, identifying alternative markets for the imported products for the last import problem, informing the consumers that measures are taken against the problem, and organizing sales until the price is balanced is a approach that can prevent Panic Buying.



THE WORLD OF ADVERTISING AS OUTDOOR ADVERTISING

SOCIO- AGENDA

KÜBRA AZAT

THE VICE COORDINATOR OF COMMUNICATION

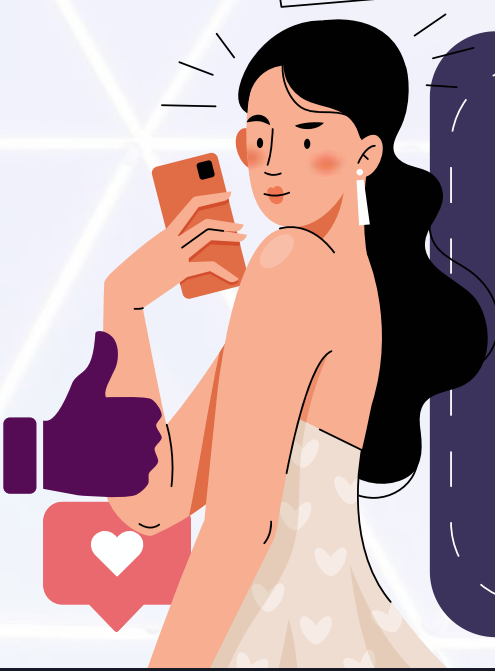
Outdoor advertising is a type of traditional advertising medium that captures the target audience while they are outside and brings them closer to the advertising message. It is an advertising method preferred by many brands because it can reach the target audience quickly and without intermediaries, is memorable, adds prestige to brands, and interactive and effective works can be done.

Today, outdoor advertising can be done in many different ways. Many different advertising options have emerged in outdoor advertising, which keeps up with the digitalizing world. Although it varies according to the location, the most commonly used ones are Billboards, Megalight, Digital Screens, Racket, Vehicle Dressing, and Electric Poles.

No matter how big cities are, there are traditional meeting places that many people visit every day. Commonly visited by people from all income groups and social classes, such intersections are ideal for outdoor advertising. In seasonal conditions, which adversely affect people's time spent outside, advertising areas located indoors such as movie theater screens, shopping mall screens etc. can be used.

It is possible to reach the target audience in a short time with carefully prepared and creatively designed outdoor uses. With the right designs, it will be possible to reach the memory of the target audience even with small glances that last for a few seconds. The advertising message can be conveyed directly by catching people's attentions while walking, waiting for the bus, going to work, shopping, sitting, working, and even sometimes unexpectedly. Outdoor advertising designs that can help to reach to the consumers directly must be made by conscious hands. There are some points to be considered in these advertisements because people are often exposed to outdoor advertisements while on the go, there is a very short time, or even just a few seconds, for the advertisement to be detected. Since the human eye perceives the simple very quickly, the simple is not overlooked in outdoor advertisements. The design to be made should be simple but striking, and it should be noticed and perceived at the first moment. Long slogans, multiple images, and long informational texts will make the advertisement difficult to perceive. For this, it is sufficient to have a slogan in the design that will convey the message directly without confusing, a visual to support the slogan and the name and logo of the company. When these issues are taken into consideration, the advertising work will be much more effective.





ONE DAY EVERYONE WILL BE AN INFLUENCER

Influencer Effect

Asst. Prof. Sinem EYİCE BAŞEV
**The Department of Public Relations and
Advertising**
(Faculty of Applied Sciences)

Being the person who determines the trends of the masses and the trend of the market, being liked by people and earning money while doing this, and gifting the products promoted to influencers attracts the attention of everyone, especially the Z generation. The cooperation earning system, which is the most preferred in the world and in Turkey and has not lost anything from its popularity, will continue to be one of the professions of the future with the increasing importance of digital marketing. UTM Link (Urchin Tracking Module) is given to influencers using analytics tools. Thanks to these links, sales can be tracked with discount codes and links valid online and offline. As many industry tools are used in end-of-sale measurements (BuzzSumo, Snaplytics, TapInfluence, Sprout Social, Awario, , Keyhole, Google Analytics) the statistics reached by the use of the tag, tracking the links used, related account data and data from the business that prefers the influencers are secure can be measured in some way.

It is necessary for brands to identify influencers suitable for their corporate culture, image and products, and to make promotions in accordance with the profile of the people who follow them. Otherwise, credibility may be lost and it will be difficult to reach the expected targets. The high number of followers and likes affect the influencer choices of brands. However, what should be preferred is to show the right influencer to the right target audience.

Influencer marketing, which has started to become a course subject in many areas of communication, especially in digital marketing, will continue to exist by increasing its influence in the future.





A CROSS-MEDIA STORYTELLING EXAMPLE: MIDNIGHT AT PERA PALAS

Res. Asst. Ece DEMİRKAPU
The Department of Advertising

In his article titled "An Introduction to the Structural Analysis of Narrative", published in 1966, Roland Barthes claimed that there are countless narratives in the world, and he listed them as fables, fairy tales, long stories, epics, stories, tragedy, drama, comedy, pantomime, stained glass, cinema, painting, newspaper news, speech, etc.

Today, the fact that communication technologies are more developed and different channels have emerged depending on these developments have made the narratives mentioned by Barthes more diversified. In this context, cross-media storytelling, of which we have seen many examples in recent years, has started to appear more frequently. First of all, cross-media conceptualized by Henry Jenkins can be briefly defined as the presentation of the same theme in a uniquely fictionalized media environment by re-editing it in a way specific to each media.

Within the framework of a cross-media narrative, a novel can appear in front of the audience and the reader in a movie or television series. We even see that the ad writers use the same story in the advertising campaign while these series or movies are being advertised. As an example, we can show the series Midnight in Pera Palas, one of the local series released by Netflix recently.

Midnight at Pera Palas series is adapted from Charles King's book of the same name, "Midnight at Pera Palas - The Birth of Modern Istanbul". In the promotion of the series, we witnessed once again that Netflix uses marketing tools in the most effective way, as it does in the promotion of all other series. Netflix, which uses especially social media very actively, gave a very interesting advertisement to İdefix for this project. A special page for the series was created in İdefix for Agatha Christie, one of the characters of this project. In line with the story of the series, the content on the page that reached us with a design suitable for the style of that period was also written in parallel with the story of Agatha Christie in the series. After Christie's books, we see the web page banner at the end of the page that directs us to the series. Even the language used on the web page reflects the spirit of that period. Words reflecting the period such as musiki, mecmua, eşar catch our eye at first glance.

It is certain that we will continue to see more and more creative examples of the cross-media narrative strategy, in which we see that the same story is shaped according to the medium, from the book to the TV series, from the TV series to the web page and even to the social media.

Those who are curious and want to see this creative advertisement can visit the link <https://www.idefix.com/pera-palasta-gece-yarisi/>.





CANCELLED

“CANCEL CULTURE” AS A NEW CRISIS AREA OF BRANDS

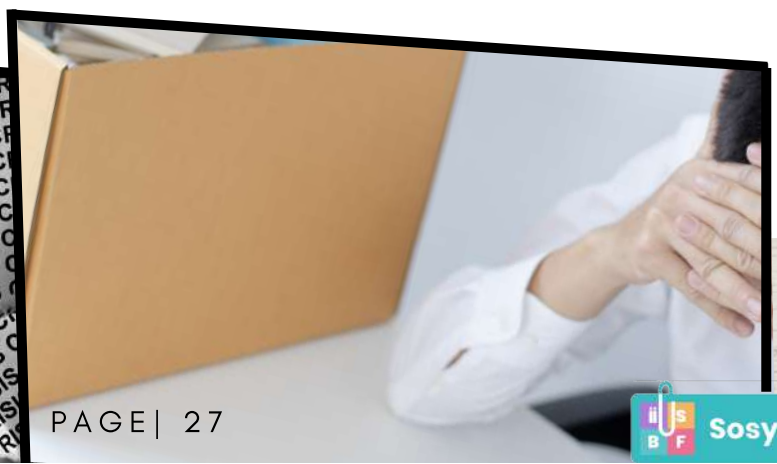


Asst. Prof. Seyra KESTEL
The Department of Advertising

In parallel with the rapid development of communication technologies, the rate of use of social media platforms has increased. In addition to promoting some areas such as freedom of expression and democratic participation, social media also brings new definitions to our lives. “Cancel culture” is one of these definitions and it has emerged as a controversial issue in recent days. Cancel culture which is encountered in many social and political areas, put into the literature as a new definition that brands should consider especially in terms of crisis management.

Cancel culture is a phenomenon where individuals transgressing norms are called out and ostracised on social media and other venues by members of the public (Saint-Louis, 2021). However, there are some underlying reasons for the cancel culture and why it enters our life with widespread use of social media. One of these is interaction feature of social media and the ability to agenda setting. With this agenda setting, individuals or institutions can be canceled by groups in a short time.

Cancel culture, which is confronted by the mass as a form of protest, can result in being pushed out of the social sphere. It is becoming an important term for institutions as well as individuals. Because, although it has a strong reputation and image, today brands are also faced with a cancel culture. Brands boycotted by the masses in a very short time in social media are faced with a major crisis. It is important for the future of the brand that brands that encounter a cancel culture can successfully manage their crisis with reactive crisis communication.





Time to Socialize

Res. Asst. GÖZDE ÇAĞLAR
The Department of Logistics Management

In the bulletin we prepared this month, we discussed The Taj Mahal in Google Arts & Culture. Click to access others.

THE TAJ MAHAL



The Taj Mahal is a mausoleum built in 1631-1654 in Agra, India. It is considered one of the most important works of Islamic tomb architecture.

It was built on the banks of the Yamuna River in Agra, the capital of the empire at that time, for Ercüment Bânû Begüm, the wife of Shah Cihan, the 5th ruler of the Mughal Empire, who died at a young age on June 17, 1631. It houses the tombs of Mumtaz Mahal and the emperor Shah Jahan who died in 1666.

The building represents the power and might of the Mughals, who lived their heyday during the reign of Shah Cihan. It is the symbol of the love between Shah Cihan and his wife Ercüment Bânû Begüm as well as the power and might of the dynasty.

Ercüment Banu, who took the name Mümtaz Mahal after Shah Cihan ascended the throne, died while giving birth to her fourteenth child. It is said that the ruler found solace in art and architecture by having a magnificent mausoleum built in the memory of his love for his wife.

It has been on UNESCO's World Heritage List since 1983. It is visited by an estimated of 3 million people annually. Click here to visit virtually.



Events in Istanbul

As the SosyoCom family, we have chosen the Gulhane Park as a place for you in this month's issue.

Gulhane Park, a historical place that was used as the outer garden of Topkapı Palace in the Ottoman Empire and was named after the roses it contains, was transformed into a park in 1912 and became accessible to the public.

The ceremony in which Mustafa Kemal Atatürk introduced the Latin letters on the blackboard to the public on November 24, 1928, took place in Gulhane Park. It is an indication that the park preserved its importance in the Republican period.

Gulhane Park, which has a gate on Gulhane Alemdar Street, can be entered through the door on the Sarayburnu side. From the gate with two fountains in the direction of Alemdar Street, on the left side and to Gulhane Park. The slope on the right will take you to the Istanbul Archeology Museum, the Ancient Oriental Artifacts Museum and the Tiled Kiosk.

At the entrance of Gulhane Park, on the left side, is the Topkapı Museum Regiment Mansion, which has an elegant style where the sultans watched the parades. At the same time, Ahmet Hamdi Tanpınar Museum Library is located here. The stone ramp leading towards the mansion was built for the sultans to ride up to the door of the mansion.

You can reach Gulhane Park on foot by using the Kabataş - Bağcılar, Kabataş - Cevizlibağ tram line, getting off at the Gulhane stop or Sultanahmet stop. When you come from the Anatolian or European side by Marmaray, after getting off at the Sirkeci stop, you can use the tram going in the direction of Bağcılar-Cevizlibağ or you can reach the park with a 5-10 minute walk from Sirkeci.

Gulhane Park, where nature, culture and history are intertwined in Istanbul, can be considered as a weekend trip. In addition to walking in this park, which is covered with trees on both sides, you can take a cultural tour in the museums and libraries in the park.



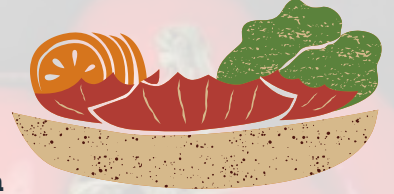
In our June in Istanbul column, we have compiled the main events of this month for you. To access the details, you can visit <https://kultur.istanbul/> and <https://kultursanat.istanbul/>.

June in Istanbul

Type of Event	Name of Event	Date	Place
Concert	Live Music Broadcasts	01-03-2021 - 31-08-2022	Online
	Pink Floyd / Special Releases	01-03-2021 - 31-08-2022	Online
	Women of Anatolia	10-03-2021 - 31-08-2022	Online
Audition	Orhan Veli Poetry Concert "There will be a day, I will take my head and go"	21-03-2022 - 30-06-2022	Online
Movies	Leyla Gencer: La Diva Turca	01-03-2021 - 31-08-2022	Online
Exhibition	Together: Towards the Istanbul Art Museum	03-04-2022 09:00 - 03-07-2022 18:00	Museum Gazhane
	Frida Kahlo and Diego Rivera	01-03-2021 - 31-08-2022	Online
Theatre	Tartuffe	27-03-2022 - 30-06-2022	Online
	Amadeus	18-05-2022 - 23-06-2022	Zorlu PSM Turkcell Platinum Stage

A Fantastic Street Flavor: Raw Meatballs

Res. Asst. Dilek EROL
The Department of
New Media and Communication



Çiğ Köfte (raw meatballs) is a common flavor that we can easily access with its intense taste and flavor enriched sauces, thanks to raw meatball shops everywhere in Turkey. The history of raw meatballs, especially preferred by bitter lovers, dates back to 4000 years ago. According to rumors, in the Kingdom of Commagene, where today's Adiyaman is located, King Nemrut orders the Prophet Abraham to be burned because he believes in one God. He wants all the wood in the city to be collected and forbids making fires in houses. A hunter who does not know this brings a gazelle he has hunted to his house and asks his wife to cook it. When he learns that they cannot make a fire, he crushes the right haunch of the gazelle with a stone and kneads it with pepper, salt and bulgur. Thus, the resulting dish is considered the ancestor of raw meatballs. In Adana and Mardin regions, there are similar narratives in which a squire plays the leading role.

Raw meatballs is a dish specific to southeastern Anatolian cuisine prepared by kneading and mixing bulgur, isot, finely chopped meat, tomato paste, onion, parsley, and various spices, and consumed without cooking. It can be made with or without meat. Raw meatballs with meat should be consumed in a short time due to the rapid deterioration and the production of bacteria. For this reason, meatless raw meatballs are mostly preferred today. Although there are debates about whether the raw meatballs belong to Adiyaman or Urfa, it was registered as Urfa Raw Meatballs in 2008 and as Adiyaman Meatless Raw Meatballs in 2018. Apart from these cities, Adana, Diyarbakir, Gaziantep, Elazig, Mardin, Diyarbakir, Malatya also have local raw meatballs. It is possible to reach raw meatballs all over Turkey. Çiğ Köfteci Ali Usta, Elazıgılı Çiğ Köfteci Ahmet Usta, Çiğköfitem, Komagene Etsiz Çiğ Köfte, Oses Çiğ Köfte, Meşhur Adiyaman Çiğ Köftecisi, Çiğ Köfteci Ömer Usta are among the places to eat raw meatballs safely in Istanbul. In addition, Çanak Kebap & Katmer, Pirpirim, Develi, Öz Kilis Kebap ve Lahmacun, Gaziantepi Mehmet Usta, Garden Et Lokantası and Günaydın Kebap are among the restaurants recommended in Istanbul for those who want to taste raw meatballs with meat.



ADVERTISING IS NOT GOOD OR BAD

IGU STUDENT



Aleyna ZENGİN
3rd-Year Student from The Department of
Advertising Design and Communication

Even if you tell people how bad something is, you eventually become aware of the existence of such a thing. I attribute the appeal of so-called bad advertisements to psychology. People are more curious about bad things and they usually say that if there is good or bad news, start with the bad first. By our nature, we do not turn a blind eye to bad things. Curiosity drives us to watch, see, hear and even touch the so-called bad things. We have feelings to satisfy the sense of wonder so that this feeling of uncertainty ends for us.

Traditional media and New media are products or services that brands offer to large audiences. It's a tool they use to make announcements. A brand can use word of mouth advertising strategy as well as the Internet advertising. The strategy is determined according to the corporate identity, image and prestige of the company. A commercial film is shot according to this strategy. The strategy used and the fact that the product is suitable for social norms, cultural characteristics and lifestyles of the country where the product will be sold do not make the advertisement good or bad.

When I examined the advertisements from 1941 to the present, something caught my attention. When we look at the advertising processes, no matter how the process works, the main target is the audience. Announcements to the masses from the past to the present are provided through various channels. What comes to mind when you think of a brand? Is it a successful advertisement or a lynching campaign that the brand experienced? Which is talked about more? I think this is a matter of debate. People can quickly forget successful and quality works. Contrary to the popular belief, people tend to remember the bad and unsuccessful ads more. Let's think about a wrong strategy that the brand has used or, more specifically, think about a brand using a famous person whose behaviors are not approved of or welcomed by society in their ads. What do you think the engagement rate of the brand would be? I just want you to predict the interaction rate the ad will have. If by success we mean the catchiness of an ad with the masses, is this an example of success?

The common purpose of good and bad advertising is to 'denote its existence'. Being aware of its existence may not lead to purchasing of the products or services by the masses. However, if we argue on whether or not the ads have succeeded in increasing the familiarity of the company then it shows that we clearly reach that conclusion.



ABOUT ACADEMIC LIFE



PUBLICATIONS

- Asst. Prof. Festus Victor Bekun's article titled "Determinants of CO2 emissions in the BRICS economies: The role of partnerships investment in energy and economic complexity" was published in Sustainable Energy Technologies and Assessments.
- Asst. Prof. Edmund Ntom Udemba's article titled "Moderation of ecological footprint with FDI and agricultural sector for a better environmental performance: New insight from Nigeria" was published in Journal of Public Affairs.
- Asst. Prof. Edmund Ntom Udemba's article titled "Institutional transformation as an effective tool for reducing corruption and enhancing economic growth: A panel study of West African countries" was published in Journal of Public Affairs.
- Asst. Prof. Edmund Ntom Udemba, Prof. Anton Abdulbasah Kamil and Asst. Prof. Orhan Özyaydın's article titled "Environmental performance of Turkey amidst foreign direct investment and agriculture: A time series analysis" was published in Journal of Public Affairs.
- Assoc. Prof. Serdar Çöp and Asst. Prof. Uju Violet Alola's article titled "Does my personality affect my competency? The role of gender identification and career adaptability among hotel employees" was published in Journal of Public Affairs.
- Asst. Prof. Onur Özdemir's article titled "High-Income Countries and The Feldstein-Horioka Puzzle: Econometric Evidence from Dynamic Common-Correlated Effects Model" was published in Romanian Journal of Economic Forecasting.
- Asst. Prof. Mustafa Aslan and Asst. Prof. Habibe Güngör 's article titled "Task Performance and Job Satisfaction Under the Effect of Remote Working: Call Center Evidence" was published in Economics & Sociology.
- Asst. Prof. Festus Victor Bekun's article titled "Modeling the volatility of exchange rate and international trade in Ghana: empirical evidence from GARCH and EGARCH" was published in Journal of Economic and Administrative Sciences.
- Asst. Prof. Alişan Burak Yaşar's article titled "A Randomized-Controlled Trial of EMDR Flash Technique on Traumatic Symptoms, Depression, Anxiety, Stress, and Life of Quality with Individuals Who Have Experienced a Traffic Accident" was published in Frontiers in Psychology.

LEAVERS



Prof. Kürşat YALÇINER left our faculty.



Prof. Nail ÖZTAŞ left our faculty.



Res. Asst. Sedef ÇEVİKALP ATAY left our faculty.



MASTHEAD

FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES

Prof. Nuri KURUOĞLU
Acting Dean

Asst. Prof. Ceylan BEVINGTON
Assoc. Prof. Bülent EŞİYOK
Vice Dean

Cöordinatör
Res. Asst. Büşra ÖNLER ÇİYDEM

Content Editor
Assoc. Prof. Hüseyin DİKME
Asst. Prof. İpek SUCU
Res. Asst. Aydan ÜNLÜKAYA
Res. Asst. Ece DEMİRKAPU

Translation Coordinator
Asst. Prof. Tuğba AKMAN KAPLAN
Asst. Prof. Tuğba BAŞ
Asst. Prof. Oliver BEVINGTON
Res., Asst. Dilek EROL
Res. Asst. Remzi SOYTÜRK

Graphic Design
Res. Asst. Büşra ÖNLER ÇİYDEM
Res. Asst. Banu DEMİRBAŞ
Res. Asst. Demet TAÇ

Redaction
Res. Asst. Kemal ÇINKO



SosyoCom