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UNIVERSITY**



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EVERYBODY IS TALKING ABOUT METAVERSE

TECHNO-AGENDA

Res. Asst. Cansu TÜRKER
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• What is the Metaverse?

The metaverse can be defined as an online virtual world or a digital universe that includes augmented reality, virtual reality, 3D holographic avatars, video, and other means of communication. The meta world can include an augmented reality that combines features of the physical and virtual worlds, and a virtual world where time flows even when one is not in that world. As the metadata repository expands, this universe is expected to offer a hyper-real alternative world. Moreover, it is suspected that other activities such as attending concerts and conference, traveling the world, shopping, and socializing will also be carried out on the metaverse in the future.

Due to the emergence of hybrid offices and online education, time spent in digital spaces has increased considerably. According to Riccitiello, CEO of Unity, which is world famous in the gaming industry, the metaverse is based on the idea that we should "feel together when we're not together".



• What is the Next Step?

The metaverse is creating a digital economy where users can create, buy and sell goods. Millions of people spend time in gaming universes that are highly elaborate. As interest in digital ownership grows, NFTs and cryptocurrencies continue to grow rapidly. The announcement of collaborations by tech giants Facebook and Microsoft in new ways has affected virtual productivity platforms and accelerated their growth.

Keen supporters of the metaverse believe that this digital universe has benefits for everyone and that it can enlarge the scope of accessibility, opportunities, social networks, and mental health treatment. However, given the necessary hardware, the required data infrastructure, and the appropriate preparation and processing of data, it remains unclear on what timeline the benefits of the metaverse can be delivered.



Top VR Accessories for A Fulfilling Metaverse Experience

Asst. Prof. Tuğba AKMAN KAPLAN
The Department of English Language and Literature

With recent technological developments, people become more interested in how to get engaged with the world of the metaverse and virtual realities (VR). Right now, there are some high-quality headsets that seem to be forerunners of VR. For a better, even more realistic experience, some of the most popular devices that users need when they experience VR are listed below:

Tesla Suit: It is in the form of a vest. It is an essential accessory for facilitating a full body VR experience. It includes bands that are attached to different body parts and gloves that are wireless and compatible with smartphones.



Glove One: It has a motion controller that includes the tracking of users' hands and touches sensory interaction. With these gloves, the users can feel differences between different textures and even feel the weight and force of objects within the VR platforms.

Leap Motion: It is a portable hands-free motion controller which can be attached to the front side of the user's VR headset. It is compatible with multiple VR accessories including the Tesla Suit.



Virtuix Omni: To have the most realistic experience in VR, freedom of movement is vital. A physical movement that is synchronized with the movements in VR is a must, especially when playing VR games. With Virtuix Omni, the user can walk, run and jump like they are really in the VR world.

FeelReal: It is a multi-sensory virtual reality mask designed to be used with VR headsets. It includes coolers and heaters on each side. It also includes an ionizing system that can emit a fine spray of water for a more realistic experience. There is also a vibration system and a cartridge that includes seven different odors. Different odors are used during different games for a more realistic virtual reality.



The Cost of Inflation

ECO-
AGENDA

Assoc. Prof. Bülent EŞİYOK
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According to the data of the Turkish Statistical Institute (TÜİK), Turkey's inflation was recorded as 36.08% in the year 2021. This high inflation rate was, on the one hand, nostalgic for the population over 40 and, on the other, surprising for university students. In a short period of time, students saw that the price of coffee increased by 20%. The dollar has increased by 4 liras between the dates of December 13-20. This increased the expectations of a higher inflation rate for the future. In the following days, fluctuations in the dollar-TL exchange rate thickened the fog layer on the long-term inflation rate. People began to track the changes in the Dollar-TL currency or cryptocurrencies almost every five minutes from their phones in order to see how their savings in TL were being affected. A question comes to mind then: are these people trying to project inflation or - let's say they are doctors - are they trying to take care of their patients?



It is quite common that people are acting like amateur economists and are trying to forecast inflation and how to invest their incomes these days. Such behaviors decrease the individual's productivity in their workplaces and also imposes a cost on society. In economics, we call this loss of productivity "the cost of inflation uncertainty". Of course, the cost of inflation does not only stem from the loss of productivity and the cost varies among different segments of society. For instance, when you loan money in the currency of the Turkish Lira, it would cause a loss on your side since when you receive your money back in TL, you are able to buy fewer goods and services. The opposite is true for borrowers in Turkish Lira.

The costs of inflation vary for different income groups. The sharp rise in food prices we have felt in recent days affects low income groups more than high income groups, especially those whose budgets take up a lot of space for food consumption. Low income families spend greater portions of their incomes on food. Thus, they are left with very little, if anything, to spend on education, cultural activities, or art. The opportunity for social mobility, which is especially closely tied to education, becomes narrower and a self-fulfilling process that widens inequality. As it is shown in this article, inflation has both short-term and long-term costs.

WHAT IS A FOREIGN EXCHANGE PROTECTED TL DEPOSIT ACCOUNT?



Asst. Prof. Bülent İLHAN
The Department of Economics and Finance

The increase in exchange rates causes serious problems for the Turkish economy, specifically inflation, interest rates, and excessive volatility in the financial markets, due to exchange rate fragility increased by the lack of foreign capital inflows, which is caused by the current account deficit problem. As of 20 December 2021, some regulations have been introduced against the increasing speculative fluctuations in exchange rates. One of them is the Foreign Exchange Protected TL Deposit Account.

The Foreign Exchange Protected TL Deposit Account provides the saver with a return on the interest rate offered at the opening of the account and offers an option to protect their TL savings against possible exchange rate risk throughout the term. If the interest rate yield at maturity is lower than the rate of increase in the exchange rate, the increase in the exchange rate will be reflected in the account, and the exchange rate difference exceeding the interest yield will be covered from the budget of the Ministry of Treasury and Finance. In the opposite case, the interest rate return will be obtained.

- A Foreign Exchange Protected TL Deposit Account can be opened in TL with maturities of 3, 6, 9 months and 1 year, only real people can benefit.
- The CBRT Policy interest rate will be applied as the minimum interest rate.
- There is no maximum amount limit on accounts, partial withdrawals cannot be made.
- Zero withholding rate is applied for income from this account, i.e. there is no income tax deduction.
- If the account is closed before the maturity date, the principal amount is determined over the lower of the CBRT buying rate announced at 11:00 on the opening date of the account (USD, EUR or GBP) and the CBRT buying rate announced at 11:00 on the date of closing the account. Also, no interest yield is paid. In this case, there is a risk of loss from the principal in case of a decrease in the exchange rate.
- Up to two hundred thousand TL of the total principal and interest of the account is guaranteed by the savings deposit insurance.



We can explain this with an example:

Let's say, the deposited amount is 100,000 TL, Interest Rate 14%, Maturity 3 months (91 days), the account opening date index rate (CBRT at 11 am) is 1 USD = 13 TL, the account closing (expiry date) date index rate (CBRT at 11 pm) is 1 USD = 14 TL. Then, interest income will be 3.490 TL, TL equivalent of exchange rate increase = 7.692 TL. (So the exchange rate increase is higher).

In this case, the exchange rate difference is added to the principal at the end of the maturity, and the amount to be paid is 107,692 TL.

If the USD rate at maturity is 13 TL or less, only interest is added and 103.490 TL is paid at the end of maturity.

If these and other short-term implementations are successful, it will be possible to stabilize exchange rates in the first 6 months of 2022, thereby increasing the predictability of the markets, which in turn will reduce the pass-through of exchange rates on inflation and interest rates in the short term. However, in order to get results in the long run, economic policies aimed at solving investment, production, employment, foreign trade balance, and other structural problems should be implemented decisively.

WALMART IS ENLISTING THE HELP OF ROBOTS

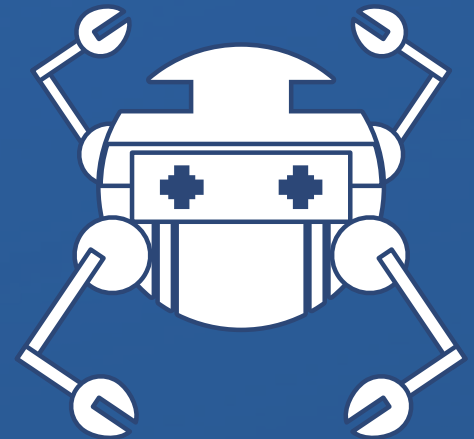
NEW OCCUPATIONS

Gülfidan SARIYAPRAK
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Walmart is probably the best known of the international retail companies that love to adopt emerging technologies. This company, which was an early adopter of drone technology, is now experimenting with stock control robots in its stores. It plans to use these robots for repetitive tasks such as scanning shelves, identifying missing stock, and tracking price errors. The company said in a statement that self-driving robots will buy groceries and will allow shoppers to save time. Moreover, there is no need to interact with customers.

These robots, which Walmart has begun testing in around 50 stores in the US, are designed to constantly check for missing products, incorrect labels, and mislabeled prices. The manufacturer of the robots is the California-based Bossa Nova Robotics company. The company also plans sidewalk collection, where warehouses, orders, and outside shoppers are brought to their cars. That's a really interesting idea. The idea has become more popular as customers have become fed up with the virus and are avoiding entering stores. Walmart said delivery sales increased by 300% last year at the start of the global pandemic. These robots also save time because they do not walk the grocery store aisles for hours.



These robots, which are around 1 meter in length, use machine vision and image recognition systems to scan the shelves. They check the products with the lighting mechanism and in-built cameras and send the data to the store center. In this way, store employees can look at the reports, determine what product on a shelf is missing, and easily correct incorrect labels.

Walmart, of course, did not design these robots to replace human employees. On the contrary, they aim to make people's work easier and speed things up. The firm's CTO, Jeremy King, says there are aspects of the shelf tracking business that people overlook. According to King, robots are 50% more effective at this than humans. They can even scan shelves 3 times faster and more accurately than a human. Workers will, however, have to go into the store to pick out fresh groceries, such as meat, fish, and vegetables. Walmart executives said that the robot workforce will allow employees to face fewer problems and spend more productive hours, while also allowing shoppers to see cleaner stores, fuller and more tidy shelves.

But the rise of the machines has had an unexpected side effect: by incentivizing hyper-efficiency, the machines have deprived the employees of tasks they used to find enjoyable. Some also feel like their most important assignment now is to train their inscrutable robot colleagues. Many Walmart workers also expressed fear that one day they would lose their jobs because of the robots. They were not expecting this strange transition period. Also, the robots do not complain, do not ask for a raise, and do not request a holidays. This is a pretty good solution for efficient cost management.

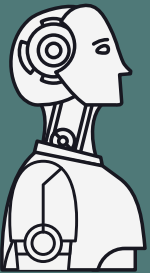
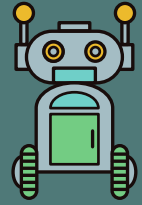
Click to access resources.

ROBOT PSYCHOLOGIST

Res. Asst. Zeynep Özcan
The Department of Advertising

In today's world, in which the role of artificial intelligence is increasing every day, robots are becoming a more central part of our daily lives, which creates a vast sea of digital data. Developments in artificial intelligence and robots that perform various activities, just like humans, are becoming more prevalent in recent days. Self-driving cars, smart vacuum cleaners that clean the house, and especially robots in human form.

There is a hotel in Japan where all the employees are robots. At the hotel, you complete the check in procedures with a robot receptionist and interact with the robot staff throughout your stay. Another example is Sophia. Many people have heard of Sophia who says she is going to destroy all human beings. While there have been various rumors about the origin of Sophia's words, no clear information has been shared as to why she actually said such a thing.



It can be said that the emotional capacities of robots are all but non-existent, at least in the context of our current technological level. However, in the future might we see robots with digitally-based intellectual processes that parallel our own emotional capacities that will allow them to perform certain actions within their own systemic process design? In this context, just as we have a structure consisting of mental processes and behaviors towards our past experiences and current situations, in other words, psychology; could robots have a type of psychology too? If so, perhaps the robot psychologist, who will examine the behavior of robots and investigate the underlying causes of their behaviors, may appear as a new profession.



ON THE EFFECTS OF SPEED AND TECHNOLOGY ON POSTMODERN NARRATIVES

CULTURE-ARTS-LITERATURE

In this article, it will be discussed in general terms how the changes in the positive sciences and the effect of technology are seen in the formation process of postmodern texts. We can say that we see the effects of Newtonian physics in the art of the novel, and the influence of Einstein's physics in postmodernist narratives.

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Language and Literature

According to Einstein's physics, time is not a measurable value; it is relative. According to this view, the perception of time does not progress linearly in postmodern texts and appears as "dimensional" in front of the reader in a totality of the past, present and future. However, in the classical novel, the temporal element is linear and it is mostly used together with the flashback technique, which does not disrupt the linear progression of the temporal element in the classical novel.

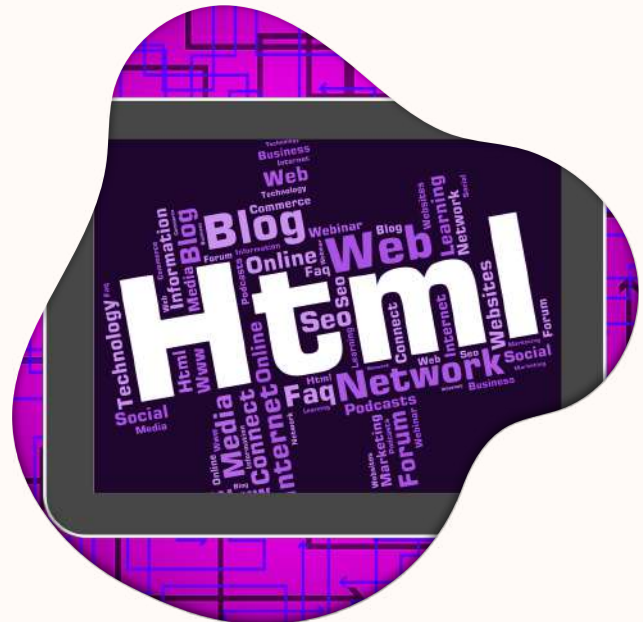
In postmodern narratives, one of the techniques that enables the temporal element to be dimensional is the stream of consciousness technique. Thanks to this technique, which makes the character's mind almost visible to the reader, the narrator disappears, the character himself becomes a narrator, and the reader has his own view of the character. It is possible to say that the technology-oriented "speed" factor and the resulting confusion also played a role in the emergence of the stream of consciousness technique.



It is more correct to use the term "protagonist" instead of the character in postmodern texts. Partly for this reason, postmodern texts are open texts. They are not closed texts in which all kinds of details are explained and finished by the narrator as in classical novels. For the reasons we have mentioned, postmodern texts are texts that involve the reader in the writing process.

One of the features that we see as technology-oriented in postmodern texts is the hypertextual design feature. In the simplest sense, hypertextual design gives a hyperlink address in the text. When a hyperlink address is given in the text, it takes us out of the text we are in and takes us to another "virtual reality". In addition to this, it is possible to say that the poem which is called "experimental poetry" and leaves the process of reading and interpretation completely to the reader, is also technology-oriented

As a result, it can be easily said that Einstein's physics and technology have an effect on postmodern narrative texts.



How Did the Theatre Benefit from Digitalization

Arthur Miller's Death of a Salesman

Asst. Prof. Mahasen BADRA

Department of English Language and Literature

The art of the theatre is an ancient art that goes back to 543 BC when festivals were held in ancient Greece in honour of Dionysus, God of vegetation, wine and poetry. The enactment of drama in theatre as a "live" art, performed by actors on a stage before an audience, is a widely used art form that is found in virtually all cultures. It includes all forms of art: visual art, music, poetry and story writing. The use of mechanical and projection devices for theatrical entertainments have a long history tracing back to mechanicals of ancient Greece and medieval magic lanterns. But the most significant precursors of digital theatre can be seen in the works of the early 20th century. Epic theatre and expressionism are among the theatrical movements that manipulated modern technical possibilities in lights, music and visual effects. Arthur Miller's *Death of a Salesman* (1949) provides an example of how the age of digitalization and technology has granted a privilege to the theatre.



Concerning the play's form and structure, *Death of a Salesman* tells Willy Loman's entire life story over the course of 24 hours. Miller structured the play so that it follows Willy's hallucinations, thoughts, dreams, and memories which are dramatized in flashbacks and fantasy scenes.

As for the set design, Miller's description of the set required a great deal of technical effects. The walls of the Lomans' house are transparent; the house almost looks like the skeleton of a house. Characters either walk around or through the walls, depending on whether the scene they're in happens in the present or the past. And the space around the Lomans' house gets smaller as the play progresses. By the end of the play, the apartment buildings that surround the house are lit so that—as Miller specifies—they "rise into sharp focus."

The play was a demanding piece for direction on stage, concerning lighting and sound effects. Miller's lighting descriptions are exact. Scenes happening in the past are lit as if leaves (not apartment buildings) surround the Loman house. The lighting for scenes in the past is softer and warmer than scenes set in the present. By paying attention to the lighting effects, audiences know when time passes from present to past and back again. As for the music, Willy hears the sound of the flutes that his father (also a salesman) made and sold. The flute is a sound of the past—and represents the betrayal of that past as the reality of Willy's failures closes in on him.



The presence of these technical facilities using analog media, provides a bridge between theatre, as a classical art and many of today's vast array of computer-art-performance experiments. Miller's play sets an example for theatre artists integrating modern technology with the theatre. It supports the argument that theatrical entertainment does not have to be either purist, involving only "live" actors on stage, or be consumed by the dominant televisual mass media, but can gain from the strengths of both types of communication.

English Phrase of the Month

Asst. Prof. Mahasen BADRA
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All That Glitters is Not Gold

'All that glitters is not gold' is a famous aphorism in the English Language that is taken from Shakespeare's play, The Merchant of Venice.



Meaning: The phrase 'All that glitters is not gold' is a beautiful metaphor that expresses the idea that things that seem bright and valuable on the surface – like gold – are sometimes deceptive; the things that appear to be unpretentious may turn out to be more valuable than the gaudy ones.

Origin: The expression can be dated back to the 12th century. In 1175, the French monk Alain de Lille wrote "Do not hold everything gold that shines like gold", however, it was Shakespeare who coined the current version of the phrase and brought it into public consciousness.

Context: Our phrase is found in a note written by the Prince of Morocco, when he chooses the golden casket, believing it to contain Portia's portrait. Instead, he finds a skull with a rejection note that reads:

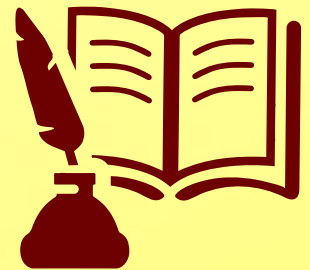
All that glistens is not gold:

Often have you heard that told:

Many a man his life hath sold

But my outside to behold:

Gilded tombs do worms enfold.



Before his death, Portia's father assigned a test for he who aspires to court his rich and beautiful daughter. Suitors have to choose from among three caskets to find Portia's portrait, one of those caskets is made of gold, the second of silver and the third of base lead. All of Portia's suitors fail to pick the right casket, till the Venetian Bassanio comes to choose the lead one, finds Portia's picture within, and happily they get married.

The other suitors were misled by the shiny appearance of the golden and silver caskets that were valueless, while the lead one was the right choice. Using gold with its shiny appearance as a symbol for all that is most valuable in the material world, makes a universal statement about our values. We could so easily be taken in by shiny objects, persons and relationships, while very often, the most modest appearances hide an inner 'gold.'

ACADEMIC PLAYLIST



Snowman
Sia



Snow (Hey Oh)
Red Hot Chili Peppers



Kış Güneşi
Tarkan



Kış Geliyor
mor ve ötesi



Çoban Yıldızı
Teoman



Yalan
Athena



Cevapsız Sorular
maNga



Sen Ağlama
Badem



Karbeyaz
Sertab Erener

Res. Asst. Emre ERGEN

The Department of Public Relations and
Publicity

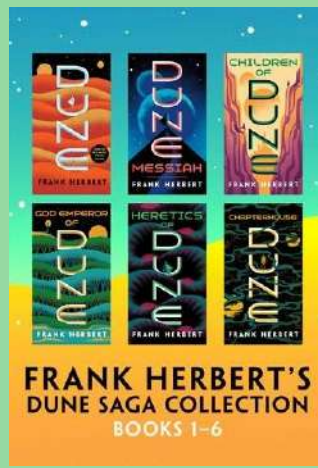
The first playlist of our [Spotify account](#) "Academic Playlist" which includes songs that will keep our focus and motivation high, has been updated this month with snow and winter themed songs that we will enjoy while watching the snow fall outside our windows.

In addition, our other playlists (Turkish Hot, Foreign Hit, 90's, Turkish 90's, Deep houseuse, Mixed, Nostalgia, Latin, French) are constantly being updated with new tracks.

You can also contact us on the @iguiisbf Instagram account of our faculty. You can also contribute to updating our playlists with the songs you recommend.

Enjoyable listening...





Asst. Prof. Tuğba Akman Kaplan
The Department of English
Language and Literature

A BOOK

DUNE - FRANK HERBERT

Frank Herbert's *Dune* is a sci-fi novel which was published in 1965. The plot of the story takes place on a planet called Arrakis (Dune) 10,000 years into the future. As one of the major power elements, a certain type of spice can only be found in the desert climate of Arrakis. This spice does not only lengthen the lifespan of humans but also gives a limited form of prescience which allows 'navigators' to guide immense spacecraft through the vast distances of space. The importance of the spice triggers the major powers within the galaxy's feudal system to take action and eventually leads to the colonization of the people of Arrakis. There are many different phrases and vocabulary that readers may not find familiar. That is why there are different maps, illustrations and explanations within the book.

The term 'dune' is used to describe a mound or ridge of sand that is formed by the wind within deserts. Herbert's Arrakis is famous for its deserts and, therefore, he found the word suitable for the book's title. That is why the planet of Arrakis is described as Dune in the book. Frank Herbert's knowledge and interest in ecology can be seen throughout the book. He combines his background in ecology with the order system of the world. Readers can see the writer being inspired by the countries' greed for natural resources, as well as conflicts surrounding race and religion. No matter how far into the future we go, the disputes over politics, power and religion still continue in Herbert's depiction of the future. While his vision of the universe is told through a dystopian reality, Frank Herbert focuses on how people will still continue to be part of a system where they will only be expected to take order and follow instead of having higher capabilities such as individual decision making, higher levels of thinking and questioning.

Even though it was very difficult for Frank Herbert to get his book published in the first place, the book was deemed to deserve the "Hugo Award for Best Novel" and the "Nebula Award for Best Novel" and became one of the greatest science-fiction novels of the 20th century.

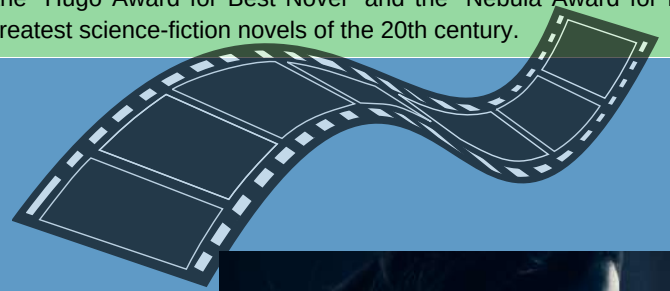
Res. Asst. Ercan Tugay AKI
The Department of English Language and Literature

A SERIES: THE WITCHER

The Witcher is a fantasy-action-drama TV series created by Lauren Schmidt Hissrich. The first season was released on Netflix on December, 2019. The Witcher, which has recently become quite a popular TV series, is based on the book series of the same name by Polish fantasy novelist Andrzej Sapkowski. The Witcher, whose book series is as well-known as the TV series, has been translated into more than 30 languages.

The narrative of the first season differentiates itself from the traditional forms of narrative because of its non-linear flow in terms of time and space. The use of such a narrative technique disrupts the wholeness of the first season's plot through simultaneous time jumps and flashbacks between various characters and their stories. The first season of The Witcher, accordingly, differs from the most mainstream productions.

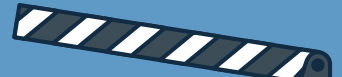
The main characters of the series are Geralt, Yennefer, and Ciri. Geralt is one of the monster hunters that are called "witchers", who were created by human mages in order to protect humans against the invasion of monsters from other spheres. Yennefer, on the other hand, is a powerful mage. Throughout the story, Geralt and Yennefer find themselves in a complicated love affair. Last but not least, Ciri, although much younger than both Geralt and Yennefer, is potentially much stronger than both and is at the centre of the story.





Other than the interactions between the main characters and the main plot, The Witcher demonstrates how racist and hypocritical humans really are. The witchers were created to destroy the monsters that come to invade the world from other spheres. In other words, humans create an 'other' to eliminate another 'other', and treat this group of people, which are a minority, with hatred and discrimination. Other than being selfish, creating an 'other' to eliminate another 'other' is, to say the least, ironic. The other groups of people who are seen by the humans as the 'other' in the story are the elves and dwarves. They are, very much like the witchers, regarded as second-class beings and are dominated by the hegemonic power of humans. Hence, the real monsters in the story are the humans.

Because the narrative of the second season has a linear flow, it is no longer different from the traditional forms of narrative. In terms of action sequences and plot, however, The Witcher still continues to shine.



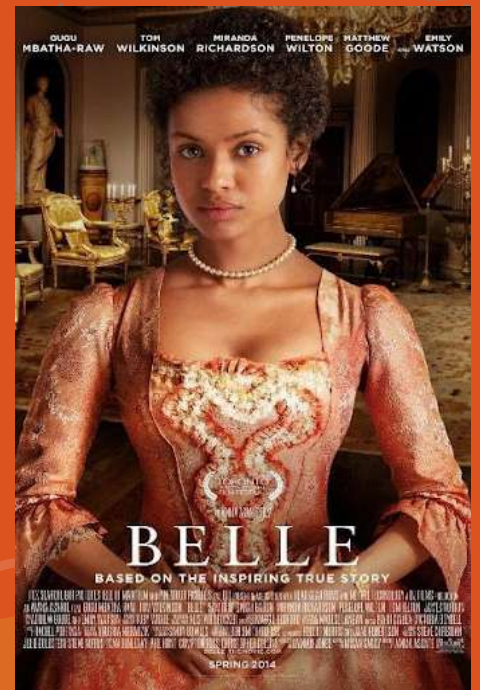
Res. Asst. Aydan ÜNLÜKAYA
The Department of Advertising



A MOVIE: BELLE

Based on a true story, Belle is about the experiences of a mixed-race woman named Dido Elizabeth Belle, who lived in the 18th century. While the film progresses within the framework of issues such as race, class and gender, it also strikingly reflects the political issues of that period such as the slave trade and colonialism.

The main plot of the film is the court admission of the 1781 Zong massacre, one of the first successes against slavery in Britain. The Zong massacre was the mass killing of 142 enslaved Africans by British a crew. The lives of enslaved people at that time were insured. According to the crew of the slave ship Zong, they were thrown into the sea because the drinking water on the ship was running low and the enslaved people were spreading disease. However, the truth is that while there are many places to get water on the cruise, a massacre was carried out just to get the insurance money of these people. After the ship arrived at the port, money was demanded from the insurers for the loss of these people, and many lawsuits were filed when the insurers refused to pay. In some of these cases, it was stated that the deliberate killing of enslaved persons was legal and insurers may be required to pay for the deaths. However, the first success was achieved in terms of the insurance of human life when Chief Justice Mansfield presented new evidence that the captain and crew were at fault, and ruled against the union owners.



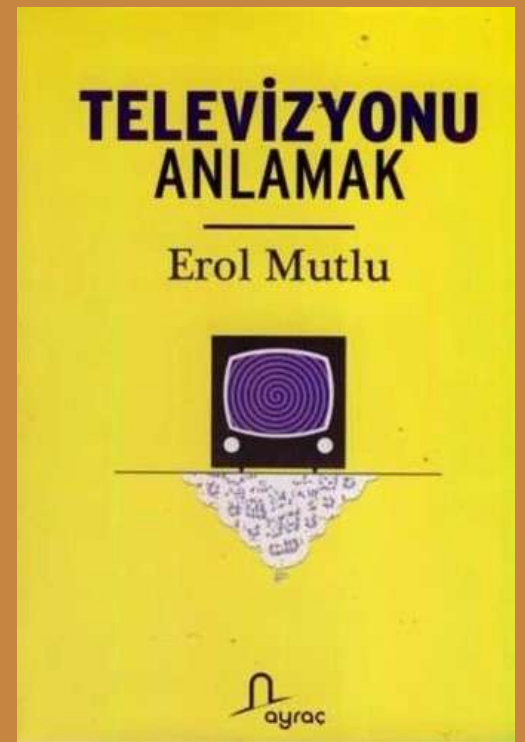
The film was inspired by an oil painting of Dido and her cousin dated 1779. While walking around the mansion, Dido notices that the blacks in the paintings hanging on the walls are positioned behind the whites. Indeed, it is seen in the paintings made at that time that black people were pushed into the background and always behind white people, and were depicted as have subservient looks and stances. In the film, when Dido and her cousin reached adulthood, the Mansfields had an oil portrait of their two great-nieces commissioned. While her portrait is being drawn, Dido seems unhappy because of her skin colour. She is worried that it will portray her as a subordinate, as in other portraits she has seen portraying aristocrats. When the portrait was finished, Dido was stunned because Mansfields have both of her nieces positioned side by side in the painting. Dido is not behind the cousin because she is black. In this context, it can be said that this work is a rebellion against the racism experienced at that time. Paintings are one of the cultural elements transferred from the past to the future.



In the works of that period, black people, slaves, women are depicted in a way that allows us to understand the common view towards such people within the period and show the importance of visual culture. The oil-painted portrait that inspired the film shows that a black woman takes place equally in an aristocratic family, even though she faces various forms of discriminations inside the mansion.



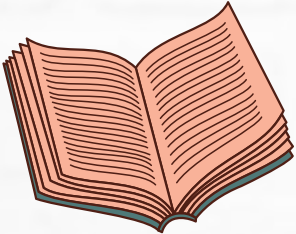
BOOK REVIEW OF THE MONTH



UNDERSTANDING TELEVISION - EROL MUTLU

Res. Asst. Erdem TÜRKAVCI

The Department of Radio, Television and Cinema



YEAR OF PUBLICATION: 2008
PAGE: 264
PUBLISHER: AYRAÇ KİTAP



Academic, director, producer and writer Prof. Dr. Erol Mutlu's book Understanding Television has the distinction of being one of the most important source books produced in the field of television studies in Turkey and is highly cited within publications within the field.

In the introductory part of his book, What is your TV?, while explaining what television means in its title, Mutlu emphasizes that it is one of the mass media tools that mass society and mass culture theorists have studied and criticized the most. While the author states that in order to understand and explain television, it is necessary to have in-depth knowledge of mass society and mass culture, he reveals the relationship between television and its audience in the sections he examines.

The book consists of three main parts, namely Television Types, Fictional World of Television, Series and Serials. Touching on the concept of genre and the personality of television in the Television Genres section, Mutlu explains how genres emerged and separated from each other due to socio-economic and cultural factors. Starting by explaining the concepts of fiction and reality in the Fiction World section, the author examines the genres of television plays, television movies, documentary-drama and mini-series. On the other hand, Mutlu focuses on sitcoms and soap opera in the TV Series and Serials section. The author offers an in-depth analysis of the origin, evolution, and narrative features of both genres and their counterparts in Turkey.

The book presents the anatomy and physiology of television from many perspectives, from the big production companies of the media to the TV series that have captured everyone's attention, from the popular sitcoms to soap operas, and presents how society came under the control of television instead of controlling it, with examples, comparisons and with a stimulating sense of responsibility.

MOVIE REVIEW OF THE MONTH

Don't Look Up

Res. Asst. Remzi SOYTÜRK

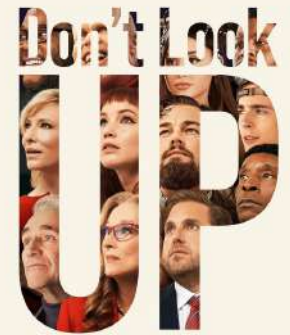
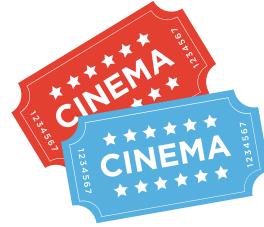
The Department of Turkish
Language and Literature

YEAR: 2021

TIME: 2 HOURS 18 MINUTES

DIRECTOR: ADAM MCKAY

CAST: LEONARDO DİCAPRIO, JENNIFER
LAWRENCE, MERYL STREEP



Don't Look Up, the last movie of the famous American director Adam McKay - who is known for such films as Vice, Anchorman, The Big Short and Ant-Man - which was released on Netflix, attracted attention as a successful example of political humor. The cast of the movie is a feast of stars: Leonardo DiCaprio, Meryl Streep, Jennifer Lawrence, Ron Perlman, Jonah Hill, Timothée Chalamet and more...

The film deals with a apocalyptic scenario that we are accustomed to seeing in American cinema. However, what makes Don't Look Up different from them is the satire and irony from the beginning to the end of the script. Don't Look Up tells the story of two astronomers trying to warn people that a giant meteorite will destroy the planet. Humanity is facing a great danger. A comet the size of Mount Everest is rapidly approaching Earth, and the collision will cause Earth to be destroyed. The discovery of Kate Dibiasky, a graduate student in astronomy, will save humanity. Kate and Dr Randall Mindy decide to go on a media tour to warn humanity of the impending danger. But as they are at great pains to warn people of the impending disaster, they find themselves in unexpected situations.

The movie is quite thought provoking when taken together with the concept of post-truth. In the twenty-first century, lying has turned into a phenomenon jointly constructed by politicians and the governed. Post-truth caused emotions and personal beliefs to take precedence over objective truth in the formation of public opinions. Thus, the wrong choices and failures of the leader lose their importance as long as they are compatible with the beliefs and prejudices of the audience. In this sense, Don't Look Up takes place in a post-truth universe. Two scientists who explain with scientific data that the end of the world is coming, turn into media celebrities. Scientific data also turns into a ratings material in the hands of the media. The public is split in the polls asking viewers if they believe in the comet. The scientist who shouts "We will all die tomorrow" suddenly becomes a part of social media memes. The truth itself no longer matters. Scientific truth is transcended and turns into a ratings war in the hands of politics, the culture industry, financial capitalism and the media. One should not look up, because if you look up, the truth will be seen.

Don't Look Up by Adam McKay is a very successful political satire. He presents the post-truth issues to the audience in a bold and humorous way. Although some movie critics criticize the film from a technical point of view, Don't Look Up draws attention with its rich production compared to both its cast and other productions shown on Netflix.



PERSON OF THE MONTH

NOAM CHOMSKY

Asst. Prof. Sirous ABEDINI
School of Foreign Languages

Considered the founder of modern linguistics, Noam Chomsky is one of the most cited scholars in modern history. Among his groundbreaking books are “Syntactic Structures”, “Language and Mind,” “Aspects of the Theory of Syntax,” and “The Minimalist Program,” each of which has made distinct contributions to the development of the field. He has received numerous awards, including the Kyoto Prize in Basic Sciences, the Helmholtz Medal and the Ben Franklin Medal in Computer and Cognitive Science.

Chomsky introduced the Chomsky hierarchy, generative grammar and the concept of a universal grammar, which underlies all human speech and is based in the innate structure of the mind/brain. Chomsky has not only transformed the field of linguistics, his work has influenced fields such as cognitive science, philosophy, psychology, computer science, mathematics, childhood education, and anthropology. Chomsky is also one of the most influential public intellectuals in the world. He has written more than 100 books, his most recent being “Requiem for the American Dream: The 10 Principles of Concentration of Wealth & Power.” Chomsky joined the University of Arizona in the fall of 2017, coming from the Massachusetts Institute of Technology, where he worked since 1955 and was Institute Professor, later Institute Professor emeritus.

Life and Basic Ideas

Born into a middle-class Jewish family, Chomsky attended an experimental elementary school in which he was encouraged to develop his own interests and talents through self-directed learning. When he was 10 years old, he wrote an editorial for his school newspaper lamenting the fall of Barcelona in the Spanish Civil War and the rise of fascism in Europe. His research then and during the next few years was thorough enough to serve decades later as the basis of “Objectivity and Liberal Scholarship” (1969), Chomsky’s critical review of a study of the period by the historian Gabriel Jackson.

When he was 13 years old, Chomsky began taking trips by himself to New York City, where he found books for his voracious reading habit and made contact with a thriving working-class Jewish intellectual community. Discussion enriched and confirmed the beliefs that would underlie his political views throughout his life: that all people are capable of comprehending political and economic issues and making their own decisions on that basis; that all people need and derive satisfaction from acting freely and creatively and from associating with others; and that authority—whether political, economic, or religious—that cannot meet a strong test of rational justification is illegitimate. According to Chomsky’s anarchosyndicalism, or libertarian socialism, the best form of political organization is one in which all people have a maximal opportunity to engage in cooperative activity with others and to take part in all decisions of the community that affect them.

In 1945, at the age of 16, Chomsky entered the University of Pennsylvania but found little to interest him. After two years he considered leaving the university to pursue his political interests, perhaps by living on a kibbutz. He changed his mind, however, after meeting the linguist Zellig S. Harris, one of the American founders of structural linguistics, whose political convictions were similar to Chomsky’s. Chomsky took graduate courses with Harris and, at Harris’s recommendation, studied philosophy with Nelson Goodman and Nathan Salmon and mathematics with Nathan Fine, who was then teaching at Harvard University. In his 1951 master’s thesis, *The Morphophonemics of Modern Hebrew*, and especially in *The Logical Structure of Linguistic Theory* (LSLT), written while he was a junior fellow at Harvard (1951–55) and published in part in 1975, Chomsky adopted aspects of Harris’s approach to the study of language and of Goodman’s views on formal systems and the philosophy of science and transformed them into something novel



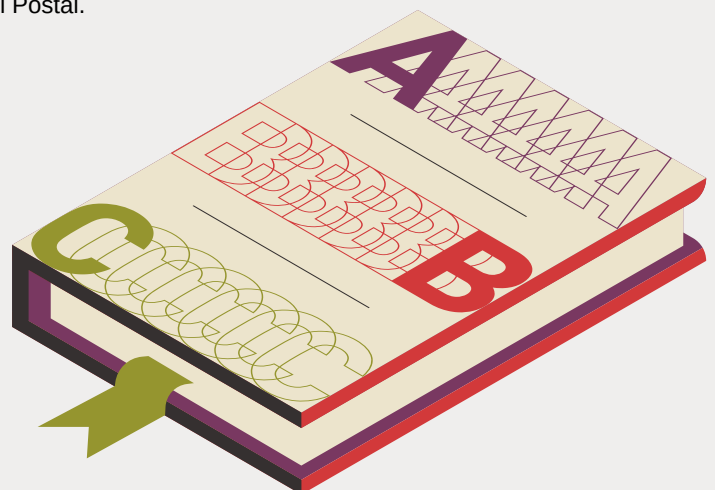
NOAM CHOMSKY



Whereas Goodman assumed that the mind at birth is largely a tabula rasa (blank slate) and that language learning in children is essentially a conditioned response to linguistic stimuli, Chomsky held that the basic principles of all languages, as well as the basic range of concepts they are used to express, are innately represented in the human mind and that language learning consists of the unconscious construction of a grammar from these principles in accordance with cues drawn from the child's linguistic environment. Whereas Harris thought of the study of language as the taxonomic classification of "data," Chomsky held that it is the discovery, through the application of formal systems, of the innate principles that make possible the swift acquisition of language by children and the ordinary use of language by children and adults alike. And whereas Goodman believed that linguistic behaviour is regular and caused (in the sense of being a specific response to specific stimuli), Chomsky argued that it is incited by social context and discourse context but is essentially uncaused—enabled by a distinct set of innate principles but innovative, or "creative." It is for this reason that Chomsky believed that it is unlikely that there will ever be a full-fledged science of linguistic behaviour. As in the view of the 17th-century French philosopher René Descartes, according to Chomsky, the use of language is due to a "creative principle," not a causal one.

Harris ignored Chomsky's work, and Goodman—when he realized that Chomsky would not accept his behaviourism—denounced it. Their reactions, with some variations, were shared by a large majority of linguists, philosophers, and psychologists. Although some linguists and psychologists eventually came to accept Chomsky's basic assumptions regarding language and the mind, most philosophers continued to resist them.

Chomsky received a Ph.D. in linguistics from the University of Pennsylvania in 1955 after submitting one chapter of LSLT as a doctoral dissertation (Transformational Analysis). In 1956 he was appointed by the Massachusetts Institute of Technology (MIT) to a teaching position that required him to spend half his time on a machine translation project, though he was openly skeptical of its prospects for success (he told the director of the translation laboratory that the project was of "no intellectual interest and was also pointless"). Impressed with his book *Syntactic Structures* (1957), a revised version of a series of lectures he gave to MIT undergraduates, the university asked Chomsky and his colleague Morris Halle to establish a new graduate program in linguistics, which soon attracted several outstanding scholars, including Robert Lees, Jerry Fodor, Jerold Katz, and Paul Postal.



EDUCATION
RESEARCH

The Metaverse and Academic Resources

Asst. Prof. Oliver BEVINGTON
The Department of English Language and
Literature



'We believe the metaverse will be the successor to the mobile internet, we'll be able to feel present – like we're right there with people no matter how far apart we actually are.' Last October, Mark Zuckerberg disseminated the above vision of his social media company's future to both the press and the world at large. In so doing, he alluded to the concept of the 'metaverse' – a portmanteau of 'meta' and 'universe' first described in Neal Stephenson's science fiction novel Snow Crash of 1992. In short, the 'metaverse' refers to a digital space in which people can carry out their daily interactions online with ease and from the comfort of their own homes.

Putting aside the issue of whether or not such a vast and influential company as Facebook – which is an organisation that has not been without its controversies since its inception in 2004 – could, or should, act as an intermediary in the facilitation of our daily lives, we might note that the tech innovator seems surprisingly behind the times regarding this matter. After all, social media, online gaming and digital classrooms can all be seen as precursors to Zuckerberg's vision.

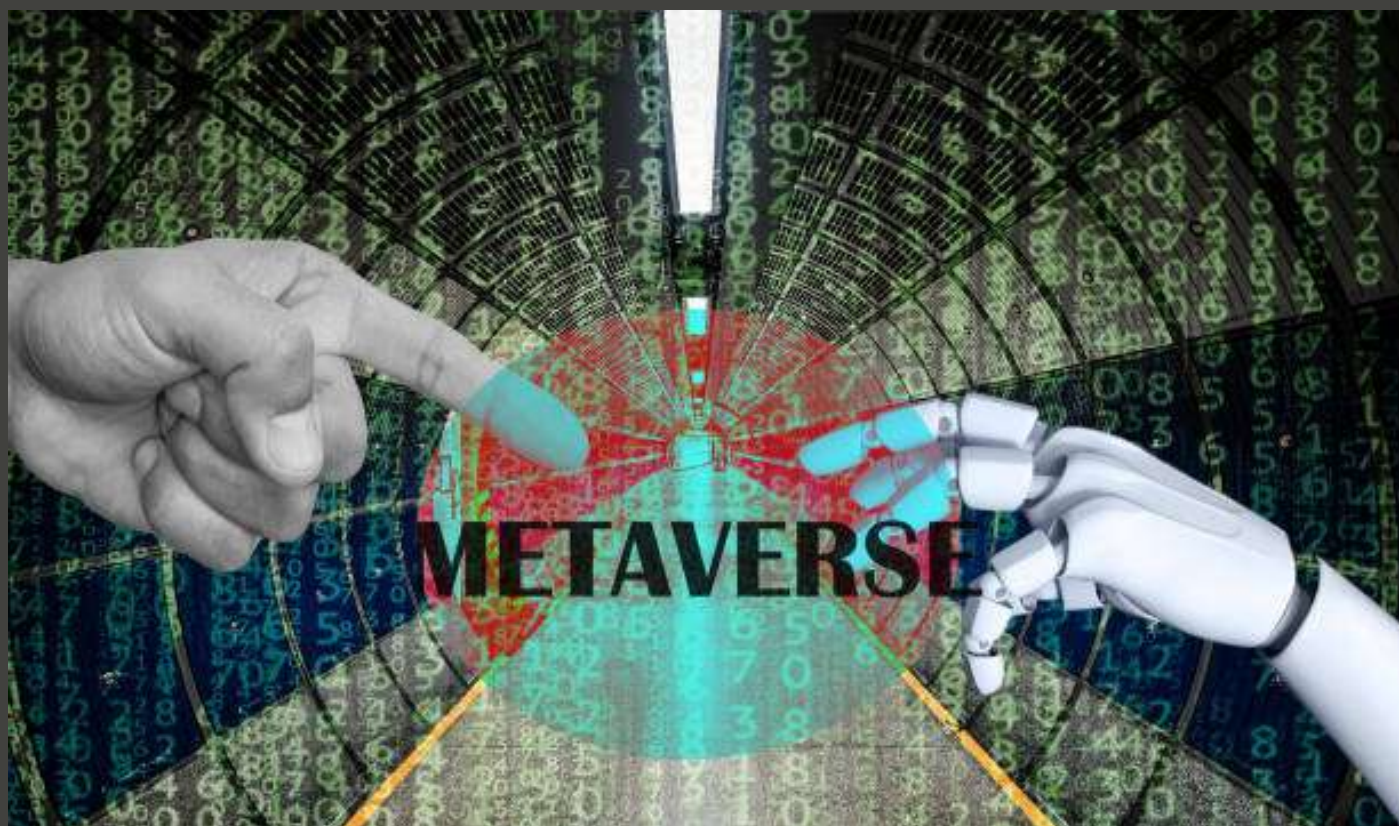


To be fair, he does seem to be imagining a model of his social media platform that will use some sort of integrated 'haptic' feedback system that will allow us, via the auspices of our digital 'avatars', to have an immersive experience in his digital universe that is at least somewhat comparable to our everyday sensuous experience of the world around us. Such technology may not be in its infancy, but it is very far from having matured, and so it will probably years before we witness its full realisation.

In regard to academia, many online platforms that grant scholars and students remote access to valuable educational resources – which have fundamentally changed the way we carry out research, educate our students and interact with our colleagues – predate even the first iteration of Facebook by many years. In truth, throughout the world a vast amount of work has been carried out by academics, librarians and university administrators over the last few decades to create educational experiences that are augmented by online resources and digital spaces where ideas can be expressed and responded to online.

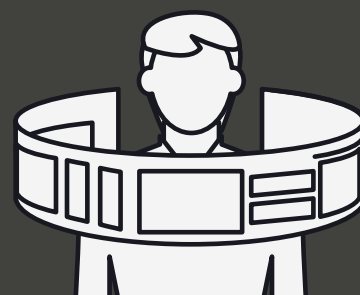
During the pandemic, the issues of the availability of online academic resources and the ability to utilise effective online communication tools have become ever more pressing. However, one of the ways in which educational institutes have survived, or are continuing to survive, this crisis, has been by drawing upon the vast amount of academic material and numerous digital classroom platforms that were created well before its beginning. Simply put, the pandemic has not only acted as a catalyst in regard to how we envision the future of tertiary education, but it has also, by necessity, served to make us more aware of those resources that already exist.

In the classroom today, one of our key duties should be to direct our students to online resources that will help facilitate their educational progression. In order to do so, we must educate ourselves and each other about such resources – whether in person or in the digital space – so as to better achieve such goals.



In short, although Zuckerberg may well attain his ‘haptic’ vision of the metaverse in the coming years, we can still say that, as of today, and in very real terms, Stephenson’s realm of digital delight and computerised commerce – or at least a primitive, open-source and non-hegemonic version of it – is already here.

[Click to access resources.](#)



ENTREPRENEURSHIP AND INNOVATION



A Very Old But Very New Advertising Type: Lenticular Advertising

Asst. Prof. Eda MEZDA
The Department of Advertising

How long do we stare at the advertisements that we pass by in the high tempo of the metropolis? Two seconds? Maybe sometimes it is shorter... Most of the time we look but we may not even see it. "Well, what would it take for us to look back at an advertising sign passing by in a blurry format while we were walking fast?" Advertising researchers, agencies and advertisers who have been searching for the answer to this question with all their might for years seem to be missing a golden opportunity that lies right next to them: Lenticular advertising.

Since Gutenberg's invention of the printing press in the 15th century, which is considered the greatest development in the history of communication, a new one has been added to the dizzying development of printing technologies in the 1960s. In addition to creating an optical illusion by taking a photographic frame from multiple angles that can be considered close to each other and thus obtaining a three-dimensional image; the printing technology, which enables instantaneous changes in the two-dimensional image, also paved the way for a new type of advertisement called "lenticular advertisement". In fact, if we want to define this type of advertisement, whose technological infrastructure is not as complicated as mentioned, in another way, we can compare it to the round toy that move the Pokemon character on them when you moved it to the right and left. Considering this logic, it will be understood more easily that the image on an advertising sign that you pass by moves as you change your perspective by walking.



Considering that this technology, which entered the gum boxes in Turkey in the 1980s, is expected to quickly catch the attention of customers, which is getting harder and harder to do, it is actually quite thought-provoking why it has not received the expected attention today. It seems inevitable that this type of advertisement, which attracts attention, will be used in the advertisements of leading brands in Turkey in the near future.

If a photo of a beautiful woman you see sideways as you pass by turns into a scary zombie when you take two steps, it's really easy to look back, and the result will be a reflexive, repetitive look. Does this actually enable advertisers to push buttons in the consumer's brain that they could never find?



POLITICAL-AGENDA



METAUERSE: A NEW AREA OF POWER STRUGGLE

Asst. Prof. Firat DEMİRKOL

The Department of Political Science and International Relations



The virtual world takes the centre stage as the main activity area of today's world. This process, which first started with the widespread use of the internet, is followed by social media and finally by virtual money markets. Along with the changing methods of conducting politics, digital environments -called virtual worlds- have directly affected political activities as well as fields within both commercial and social life. With the trend topics in social media becoming to determine the country's agenda, the virtual world is turning into one of the most influential pressure groups in society. The activities of the digital world, which is an area that is very difficult to foresee and that acts far outside the methods of classical political organization, have started to gain a different dimension with the metaverse and have passed into the virtual spatialization process. In the coming years, organizing political gatherings, rallies, and other collective activities seem quite possible in this newly established digital universe. However, because the metaverse is very difficult to monitor and control, it will become a new area of social competition, especially for the young generation - called Generation Z - who encountered the digital world at a very young age, and who adopt these new ways and methods most readily and tend to disregard people or institutions that cannot adapt to these changes.



States that accelerate the process of becoming digitalised and try to change the traditional classical bureaucratic methods will have to go digital in the near future in terms of activities such as voting and negotiating issues as well as political participation activities. Although there are some issues regarding the transition of voting and political participation activities to the digital environment due to some security concerns, it is thought that this transition is inevitable. With the evolving opposition and political expression methods in the future processes, the agenda seems to highlight the processes of digital protests, digital invasions, and virtual disobedience in the metaverse world. This situation will create areas that are difficult to foresee and manage, especially for the state and administrators.

THE GAME INDUSTRY AND EDUCATION OF POLITICAL SCIENCE

Res. Asst. Onur KAYA
The Department of Political Science and
International Relations

Together with the advancement of gaming technology, it is possible to state that the games which have been developed extensively in the International Relations, Public Administration or Political History fields, have succeeded in making these subjects more compelling for some people who generally find these fields boring. Ideologies, diplomatic relations, government forms, or historical events are evaluated in terms of economic, social, political, or military points of view in these games. Therefore, such elements become the main topic of the games and push people to do more research on these issues.



The Democracy game series can be a decent example of the instructiveness of gaming technology. In the game, as a recently elected president, you govern a country on a tour basis through decisions and politics in areas such as crime, unemployment, debt, terrorism, climate change, health, etc. In other words, you decide to implement a policy and then make a move, and in the next round, which means after a few months, you will see the consequences of your actions on the screen. While following these policies, you will notice that you have to consider the level of loyalty, desires, or income levels of the unique groups in the country you have chosen to play. The preparation of the game simulation with the social, political, or economic characteristics of a state encourages the player to obtain information on the structure, social order, and electoral system of the country they choose.

Games developed by Paradox Interactive can also be added to the list of examples. The company launched multiple games like Crusader Kings, set between the 1000s and the 1400s, and Hearts of Iron, set during the Second World War. These games offer the player an opportunity to play through historical scenarios by choosing a real country. It is possible to change the historical flow of events and win the scenario by managing the domestic and foreign policies of their country, winning wars, and controlling the political characters of the selected country on the map. The fact that this whole system is based on the facts of the relevant period makes the games more attractive. For example, it is possible to join the war on the side of the Soviets, Allies or Axis Powers by choosing a neutral country in Hearts of Iron.



In general, games, which are developed and refined during each of their new iterations thanks to advancements in gaming technology, raise people's interest in the aforementioned areas. It can be predicted that this situation will continue within the Metaverse, which has already become the main medium of dissemination of the technological agenda. For example, in the long term, depending on technological developments, the aforementioned historical scenarios can be reflected more realistically by companies over VR, or people can manage virtual states with a game that will be created in this area.

It is possible to proclaim that such developments are possible, especially in this area where even certain states have stepped in. As a matter of fact, Barbados, one of the countries in the Caribbean Islands, agreed with Decentraland to open an embassy in the Metaverse and stated that the established embassy in the Metaverse is an important diplomatic opportunity and will offer various projects and services. To sum up, together with the gaming technology which is already used in launching games in the disciplines of Political Science, International Relations, Public Administration or Political History, people are already finding the subjects more interesting and this will increase with the development of the Metaverse.

Health- Psychology



Distance Counseling and Ethics in the Age of Technological Advancement

Asst. Prof. Aman S. Elemo
The Department of Psychology

Nowadays, as individuals socialize, learn, work, and engage in businesses via the internet using a variety of technological options, the advent of digital technologies is impacting nearly every aspect of their lives ranging from how they connect, think and even seek psychological support. Thus, as the daily digital use of technologies continues to advance, the once termed "alternative" to in-person therapy is making its mark particularly during the COVID-19 pandemic periods. This psychological help given via the internet has been referred to as "e-therapy", "cyber therapy", "e-Health", "e-intervention", "online therapy" (Barak, Klein, & Proudfoot, 2009), but basically it is distance counseling (ACA, 2014). Notwithstanding the rapidly growing tendencies of using online counseling services, there is a concern on how online counseling needs to be practiced from its ethical perspective.

The increasing tendency to use distance counseling could be attributed to its convenience (Schuster, Pokorny, Berger, Topoco, & Laireiter, 2018); reduced risks of stigma (Greidanus, 2010; Maples & Han, 2008), and its ability to reach underrepresented populations (Kleiboer et al., 2015). Distance counseling has enabled mental health practitioners to reach individuals who are housebound, particularly during the COVID-19 pandemic. However, with the widespread of psychological help services online, paying attention to how it is ethically practiced is important to reduce harms and increase its efficiency. In this respect, The National Board for Certified Counselors (NBCC, 2016), the American Psychological Association (APA, 2017), and the American Counseling Association (ACA, 2014) have determined ethical codes and standards that need to be followed while practicing psychology.

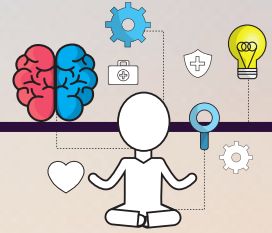


Thus, the mental health professional is expected to have personal, professional, and ethical competencies (ACA, 2014, Knapp & Vande Creek, 2006). As simply having knowledge or skill in the absence of actions is insufficient for someone to be considered competent, mental health professionals need to maintain ongoing efforts to develop their competence based on the moral principles of beneficence and non-maleficence (APA, 2017; Knapp & Vande Creek, 2006). Providing enabling situations for the informed decision making of online clients through providing information about the processes of undertaking therapy is equally important in both online and in-person therapies. Thus, it is important that clients are informed about eligibility, possible risks and/or benefits of the service, and alternative ways of obtaining help (ACA, 2014). There has to be a plan of action in place in case there is a loss of connection (NBCC, 2016) and clear information about the limits of eligibility conditions (e.g. being under 18 years of age or risky clients with severe mental health conditions with the potential to engage in self-harm) and obtaining informed consent are important for ethical therapy practices.

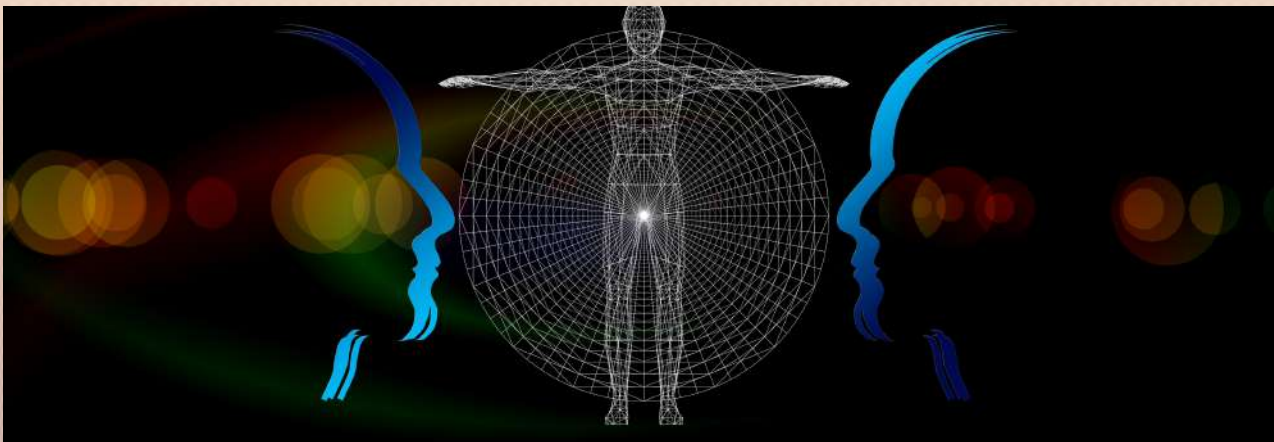
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Psychology or Behavioural Technology

Asst. Prof. Mehran ROSTAMZADEH
The Department of Psychology



Human efforts to advance technology have led to many disasters. Consumerism and extravagance, with the help of technological advances, have caused environmental pollution and put the earth in danger of extinction. Although technology has caused some social problems, it is still the only basis for human power and success. Darlington stated that what increased human power on earth, in turn, has diminished the happiness of future generations. In other words, Human progress has come at the cost of destroying human ideals and their dreams of building an ideal society. Therefore, there is no choice but to make up for the mistakes of the past by changing the wrong behaviours of human beings, if not, all human achievements and civilization will be lost as has happened in previous eras. The sciences of mathematics, physics, and biology that influenced the development of technology, cannot solve these problems because the issues are rooted in human behaviour, so the solutions must also be sought in psychology or the science of behaviour, what American psychologist BF Skinner called behavioural engineering or behavioural technology.

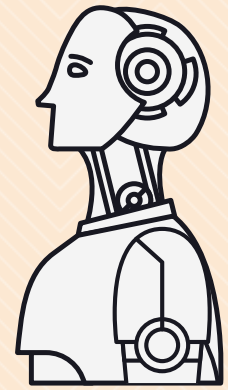


In his book "Beyond Freedom and Dignity", Skinner argued that psychology must attain the precision of physics, mathematics, and biology. To achieve this goal, psychologists should monitor man as a machine, they must observe human behaviour in the same manner as machines function, and the factors that trigger those behaviours and be equipped with techniques for modifying them. He claimed that he had achieved this knowledge and the objective principles that govern it to the extent that he would be able to train or manufacture a human being worthy of living in an ideal society or utopia. He named this new branch of psychology "behavioural technology," and in his book, he outlined its principles.

Therefore, to get rid of the sufferings caused by human technological advances, traditional psychology is unable to intervene effectively. Psychologists must work as engineers or behavioural technologists that recognize man as an intelligent device and his behaviour as his by-product. They have to know the stimuli underlying behaviours that evoke those behaviours, they also should set the reinforcements that have made the last long changes or reinforcement schedule. As a result, instead of devaluing technology and its achievements, I am suggesting that we take another step towards to admiring technology, and place and apply behavioural technology instead of psychology as a science of modifying human behaviour to reduce the negative consequences of technological progress henceforth.



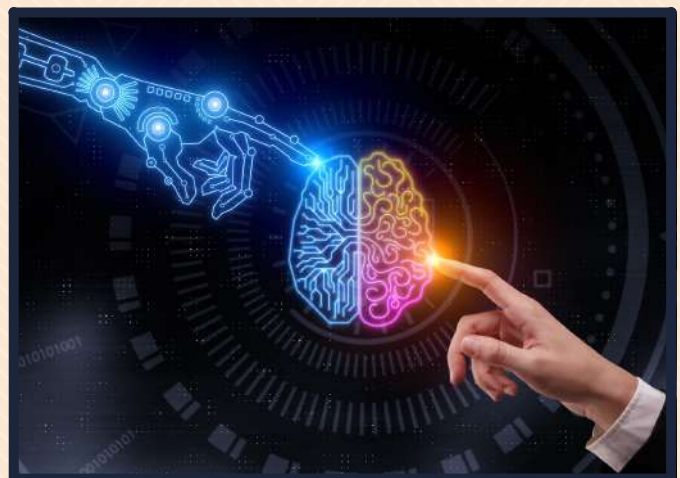
Hello, I'm Your AI Friend!



Res. Assist. Aysun KÖRLÜ TOPAN
The Department of Sociology

As in the example of artificial intelligence, every new technological development brings fear as well as surprise. This has been the case for every new technology in history. Whether we fear the new or embrace it with enthusiasm, AI is and will become ever more present in our daily lives. Now AI has reached our mobile phones and computers and has become a service provider suitable for different needs.

One of the areas where AI is most beneficial is healthcare. The advantages of this technology are used in many areas such as visual diagnosis systems, genetic research, disease prevention and cancer research. Apart from medical laboratories, AI also offers accessible tools, especially in the treatment of mental health. As an example of this, AI-based chatbots are becoming important tools in measuring and diagnosing the mental state of their users, and in preventing anxiety disorder. The purpose of chatbots is to be able to communicate with the user in writing or verbally, rather than fulfilling a given task, and to be a virtual friend who can establish an emotional bond with the user. Developments in this direction started with ELIZA in 1966 and continued with applications such as Parry, Alice, Xiaolce, Replika. Chatbots are evolving day by day with advances in natural language processing and machine learning. One of the most popular examples of chatbots that aim to improve the mental health of their users is Woebot. Designed by Stanford University researchers in 2017, Woebot is a cognitive behavioral therapy (CBT)-based speaking tool. Woebot, which is frequently used in the treatment of depression, responds to the questions of its users like a real therapist. In addition, by responding instantly, they can act more flexibly than human therapists in terms of time and space. It is possible to say that chatbots offer alternative solutions to rising problems such as depression, anxiety disorders and loneliness, especially during the pandemic. It is important for users that these applications are accessible and give immediate positive feedback to their users.



It is not known whether these applications, which we can describe as AI friends, will one day reach the level of AI Samantha in the movie Her. However, it is possible to say that chatbots are promising for psychological and social support and will develop further. Unlike Woebot, popular chatbots like Replika attract attention even as just friends to talk to, although they are not focused on psychological support. As long as people need psychological and social support in their life, there is no reason why these apps should not become more popular. Chatbots owe their development to big data and they learn to be more human-like as they interact with users. Well, does that mean it can really understand us? This looks like a question that will be discussed frequently in the near future.

Click to access to resources.



SOCIO-AGENDA



Reduce, Reuse, Recycle !

Res. Asst. Tuğçe GÜL BABACAN
The Department of English
Language and Literature

One of the most common problems encountered today is the issue of waste management. Many materials that are unconsciously thrown away are actually made from recyclable materials, and many products that fall into waste or are not used are thrown away without being separated, regardless of what those products are made of. Each recycled material is regained as raw material, thus reducing the need for the original raw material in the same proportion. The acquisition of reusable raw materials provides energy savings. With the increase in the human population, excessive consumption can be prevented from disturbing the natural balance, the cutting of trees is greatly reduced and environmental, air and water pollution are reduced.

Many steps have been taken to recycle packaging waste in our country, and one of the most important actions is the Zero Waste Project. The aim of this project is to minimize waste accumulation. Target-oriented efforts continue with waste sorting boxes that we see in public spaces and the payments received for plastic bags. However, we humans have a huge share in contributing to recycling individually. Every step to be taken individually plays a very important role for our environment.



What are recyclable materials?

Glass, paper, plastic, aluminum, metal, battery, concrete, organic waste, electronic waste, iron, textile, wood and solvent-based waste are recyclable wastes.

How to contribute to recycling?

It is now much easier to find bins where we can dispose of recycling waste. Recycling bins can be found in common living spaces, streets, markets and almost every crowded spot. Turning our attention to recycling at home would be the best place to start. Individual recycling can be facilitated by throwing waste, food waste and packaging waste into separate boxes. It is very likely that the recyclable waste bin will fill up faster than non-recyclable waste bins.

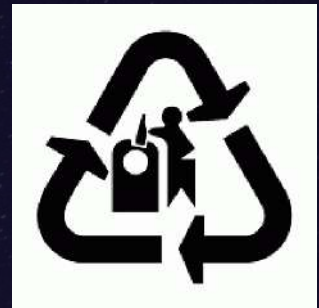
Making recycling a daily routine at home will turn into a very effective habit. The only thing that needs to be done is to take this sorted waste to the right place. The next step should be to raise awareness of the people around us. Making an impression on even one person and encouraging them to recycle would be a huge win. If each person affects even one person around them, it is inevitable that the numbers will expand from the thousands to the millions.



Recycling symbols and their meanings



Electronic Recycling Symbol: It means that electronic products should not be thrown away and these products should be recycled.



Glass Recycling Symbol: The vast majority of glass products can be recycled. This sign indicates that you can recycle a glassware, bottle or jar. Another point to be considered is that the plastic or metal covers of the glass product are separated and directed to a different conversion method.



Plastic Recycling Symbols: Different numbers denote different plastic types. Not every plastic item can be recycled and reused. For example, category 1 refers to plastics that are highly bacteria-producing, such as plastic water bottles. These are recycled but not reused. If there are 7 and different numbers, it indicates that the product is made of another material, not plastic. If there is 20 (21,22...39), this indicates that the product is made of paper or cardboard. If 40 (40,41...49) is written, it indicates that the product is metal. 70 (71,72...79) indicates that the product is made of glass material.

Green Dot: The green dot is often confused with the recycling sign because they are very similar, but it is not a recycling sign. The green dot is an international sign and shows that companies with this logo are legally responsible for recycling their packaging.



Click to the sources.

THE WORLD'S NORTHEAST CITY LONGYEARBYAN IS DISAPPEARING

Res. Asst. Burçin ÇAKIR
The Department of Economics and
Finance

Climate change has been shown by scientists as the biggest problem facing humankind in history. When the causes of changes in the climate are investigated, it is possible to examine them in two groups as natural and unnatural effects. While the orbital motion of the earth, radioactive radiation emitted by the sun's rays, and volcanic events are amongst the natural causes, the destruction of forests, the effects of harmful gases emitted from vehicles such as cars, planes, and trains on the climate can be given as examples of unnatural causes. All these effects lead to the warming of our world. However, I can smell the suspicion in the air: how is this temperature formed then? Let me clarify with an example. Let's imagine that you bought a blanket to warm yourself on a blistering cold day in winter, but you still have many blankets on top of each other because you are not warmed up. After a point, you will realize that you are getting warm no matter what the temperature of the room is. But it's not the blanket that keeps you warm.



The blanket acts as a shield between your body temperature and the coldness of the room, preventing your body temperature from blending with the room temperature and keeping you warm by trapping the heat. The harmful gases we have mentioned, mixed with the atmosphere, act like a blanket over our world and get stuck between the earth and our planet, causing our planet to heat up. The reason for these sudden changes in the weather, which we see as being extremely rainy one day and extremely hot the next day, is actually the release of harmful gases into nature and the warming of our planet day by day by acting as a blanket covering the atmosphere.

Longyearbyen, the northernmost settlement in the world, where 2300 people dwell, is a living example of climate change. The Norwegian Center For Climate Research, which started keeping records of temperature increases in Longyearbyen, pointed out that temperatures have increased by seven degrees since the early seventies and that the temperature will gradually increase as greenhouse gas emissions begin to increase. This result poses a great danger to the local people. Because the melting of glaciers can cause more avalanches, more landslides, and cause destruction.



The melting of the glaciers by the temperatures in Longyearbyen is not only affecting the people living in that area. While melting glaciers cause sea level rise, they also cause the depletion of corals, which form the basis of the food chain, which is important for bird and fish life. The disappearance of corals means the extinction of fish. So the issue is not just about the increase in temperature. This is exactly why we need to adjust our perspective. We should include products that are environmentally friendly and factor nature in our consumption habits, and we should carry out economic planning by focusing on the environment. As Stephanie Mayer, a researcher at NORCE and the Bjerknnes Center puts it, "...we must not forget that these dramatic consequences can be mitigated if we succeed in transitioning to an economy with fewer greenhouse gas emissions and if all countries are finally able to follow through with the Paris agreement." In fact, there is still hope, of course, if everyone takes responsibility.

Disadvantages of the Metaverse

Rim Kudsi
3rd Year Student of English
Language and Literature
Department

The Metaverse is a 3D virtual world that lets you hold live meetings with your friends but with cartoon avatars. "People can connect to it in the form of avatars and do everything as in the real world: search for information, communicate, go shopping and work - but at the same time get away from reality and live in a virtual universe. A human avatar in the metaverse can be whatever it wants and own anything, and death does not mean death in the real world" (CEO Tim Sweeney on Microsoft, Satya Nadella).

Many people support VR but let's be realistic and look at what might happen. Even WHO has recognized addiction to computer games as a disease.

- 1) Forgetting real life and its purposes, spending more time on social media and in non-realistic spheres, that first will lead to misunderstandings due to lack of communication (real communication) and being isolated.
- 2) Physical damage, people might lose track of time and spend their hours, maybe days, without moving or doing any physical exercises that will lead to muscular atrophy.
- 3) Unstable mental behavior, not understanding where you are (crossing the street while you're playing), getting used to cartoon faces therefore starting to hate your real self, forgetting how real things look, forgetting about nature and how it heals.



- 4) Having sight problems. 'Modern games have reached such a level of immersion that, playing in virtual reality glasses or a helmet, you can grab a heart attack - how realistic everything is.'

Therefore, I would not advise people with cardiac or mental illnesses to play such games. And yes, it is the computer game industry that is the engine of all technological developments for the metauniverses. 'Games are created in such a way as to evoke emotions in us, to induce a surge of dopamine, so that we would like to play them more and more.' (Roman Dushkin). We are creating a disease that later we will have to try to cure.



Time to Socialize

Res. Asst. Zeynep ÖZCAN
The Department of Advertising

In this month's newsletter, we've covered the Acropolis Museum in Athens, the Hermitage Museum in Saint Petersburg and the Tate Modern in London, among the museums included in Google Arts & Culture. Click to access other museums.

Acropolis Museum – Athens, Greece

The museum, which contains more than 3,000 artifacts from the Athens Akropol, is the most important sanctuary of the ancient city. It offers the opportunity to examine the remains of the daily life of the period. The museum, which has been hosting its visitors since 2009, sheds light on prehistoric times. In addition, with the building and its surroundings where the museum is located, visitors have the opportunity to experience a unique view. Click to experience the museum virtually.



Hermitage Museum - Saint Petersburg, Russia

In the Hermitage Museum, one of the largest museums in the world, there are exhibits representing Antiquity, Western Europe, the Middle East, Russia and many more eras, countries and/or regions. The museum, which was founded in 1764, consists of five buildings. There are 17 thousand paintings, 600 thousand graphic works, more than 12 thousand sculptures, 300 thousand artifacts, 700 thousand archaeological finds and 1 million numismatic findings in the museum. In addition, the works of many famous artists such as Leonardo da Vinci, Rafael, Ticiano, Rembrandt, Rubens, Matisse and Picasso are also on display. Click to visit the exhibition virtually.



Tate Modern – London, England

Located in London, the Tate Modern is one of the world's largest museums for modern and contemporary art. Located in the former Bankside Power Station, the museum contains various works of British art and international, modern art from 1900 to the present. Click to view the museum virtually.



EVENTS IN ISTANBUL

As SosyoCom family, we have chosen Bulvar216 Street Fest, NASA "Space Adventure" Space Exhibition and "Here" Exhibition for you in this month's issue.

Bulvar216 Street Fest

The event, which will take place on February between 11-13 February, 2022 at Bulvar 216, will include flavors, cocktails and workshops prepared by various restaurants and chefs of Istanbul. In the event, which will offer unlimited meals from street delicacies to fast food, from desserts to coffee, there will also be different musical concepts for each day. Click for detailed information about the event.



NASA "Space Adventure" Space Exhibition

NASA Space Adventure Space Exhibition, the world's largest traveling space exhibition, has been open to visitors since December 8, 2021. The exhibition includes many objects such as special pieces from outer space, various space instruments that allow the visitor to experience life in space, real moonstones, replicas of space rockets, and full-size spacecraft models. Click for detailed information about the exhibition.



"Here" Exhibition

In the exhibition, prepared in cooperation with Istanbul Metropolitan Municipality and Yapı Kredi Culture and Arts Publishing, visitors look at Istanbul from the framework of the city and ecology. The exhibition, named after Füsün Onur's "Here," features works by many artists such as Bedri Rahmi Eyüpoğlu, Can Altay, Deniz Aktaş, Selma Gürbüz and Nermin Er. Click for detailed information about the exhibition.



We have compiled the events that will take place in Istanbul in February for you. You can access the event details at <https://www.biletix.com/ana Sayfa/TURKIYE/tr> and <https://kultur.istanbul/>.

January in Istanbul...

Type of Event	Name of Event	Date	Place
Workshop & Training	World Music Workshop (Europe – Africa – Middle East Music)	20.02.2022	Güzidem Mansion
	MSA – Winter Coffee	11.02.2022	Culinary Arts Academy
Concert	Yüzyüzeyken Konuşuruz	11.02.2022	Zorlu PSM
	Gökhan Türkmen – Valentine's Day Concert	14.02.2022	Mall of Istanbul
Movie Screening	Akbank Short Film Channel	01.03.2021-30.04.2022	Online
	Kalehöyük, Gate of the Dark Age	01.03.2021-30.04.2022	Online
Exhibition	Fernando Botero	01.03.2021-30.04.2022	Online
	Colors of the Future	09.01.2022-05.02.2022	Gazhane Museum
Interview	Philosophy Talks	01.03.2021-30.04.2022	Online
	"Now in Digital Art"	01.03.2021-30.04.2022	Online
Theater	Transformation	05.02.2022	Subfloor Art
	Madonna in Fur Coat	05.02.2022	Kadıköy Public Education Center
Other	Tolga Çevik - Tolgshow	01.02.2022	Zorlu PSM
	Kaan Sekban is Ridiculous	06.02.2022	Caddebostan Cultural Center

Street Flavors Series

A COLORFUL GUM LIKE CANDY: OTTOMAN PASTE

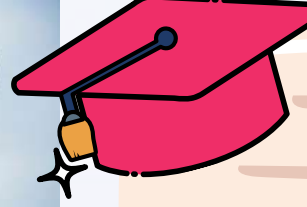
Res. Asst. Dilek EROL
New Media and Communication

Ottoman Turkish cuisine attracts the attention of the whole world with its rich flavor range. When it comes to Ottoman cuisine, the first thing that comes to mind is Ottoman Palace cuisine. The palace cuisine having a broad range of inspirations is deeply influenced by Turkish folk cuisine. Although some tastes of Ottoman Turkish cuisine are forgotten, many of them continue to be kept alive, albeit with various changes. Ottoman paste, which is a salutary confectionery produced by the order of the palace in the Ottoman period and continued to be manufactured and consumed by the people with various changes, is among these delicacies.

Ottoman paste emerged five centuries ago during the reign of Yavuz Sultan Selim. According to rumors, Ottoman paste was prepared by the famous physician of the time, Merkez Efendi, for the treatment of Yavuz Sultan Selim's wife Ayşe Hafsa Hatun, who fell ill while she was in Manisa. The paste contains 41 kinds of spices and herbs. This mixture is boiled with water and sugar to make a paste. Ayşe Hafsa Hatun found healing through this paste. This mixture contains medicinal spices such as cloves, cardamom, saffron, cloves, anise, black pepper, cumin, turmeric, cassia, cinnamon, and carob. Yavuz Sultan Selim, who saw that the paste was beneficial, ordered this mixture to be distributed to the everyone. The tradition of wrapping this mixture, also called mesir paste, in glossy papers and spreading it to the public every year on Nevruz is still continued in Manisa.

Ottoman paste has also become a part of Ramadan entertainments. The paste was served on wooden sticks and is was made to be colorful and contained fewer spices and herbs. Ottoman paste, obtained by boiling spices in sugar water, is presented in different colors in a circular tray with compartments. The color and flavor of the paste come from the spices and ingredients used. It can be consumed after quickly turning a wooden stick, wrapping the paste on it, and applying lemon. The use of the wooden stick is a tradition that comes from the Ottoman Empire, and the fact that the color does not pass on the wooden stick shows that there is no paint in the paste and that the material used is natural. This paste is sold or served at events such as circumcision ceremonies, openings, and especially at Ramadan festivals. It is also seen that paste sellers wear Ottoman-specific clothes. You can taste the Ottoman paste, which has benefits in terms of health such as strengthening immunity, improving the digestive system, and accelerating the metabolism, in Sultanahmet Square. You can also find mobile Ottoman paste sellers in touristic places such as Eyüp Sultan Square, Balat Feshane, and Eminönü during Ramadan.





IGU- GRADUATE

Nazlı Deniz DEDEOĞLU
2020-2021 Graduate of English Language and
Literature Department

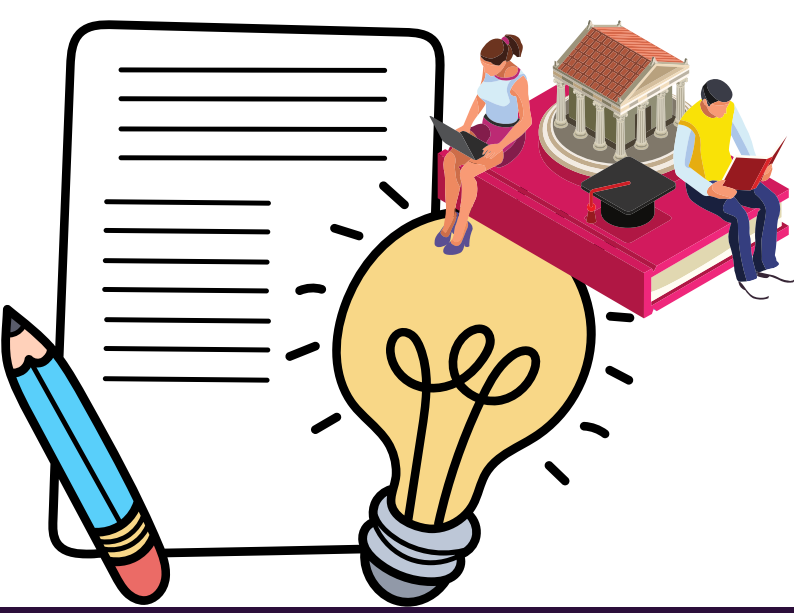


Hello,

I am Nazlı Deniz Dedeoğlu. I graduated from Istanbul Gelisim University English Language and Literature Department in 2021. I've always loved dealing with literature and English, so studying in the English Language and Literature programme was my dream. Thanks to our invaluable professors in the department, my interest in the field increased day by day. My teachers encouraged me to do research and analysis, showed me different perspectives through which to look at a literary text and always encouraged me to form my own ideas. In the spring semester of the third year, I participated in the Erasmus program, which is one of the opportunities IGU offers to improve ourselves in our respective fields, and I continued some of my undergraduate education in Poland. With the education I received in Poland, I had the chance to improve myself in both the fields of language and literature. At the same time, I got many certificates for free with the education support offered by IGU on online platforms such as Coursera. Istanbul Gelisim University offers us a wide range of courses within the scope of the English Language and Literature department. We have many different courses from film studies to gender studies, from medieval literature to the modernist novel. In addition to what these courses contributed to me, I had the chance to concentrate on the periods and areas that I was interested in thanks to the elective courses offered within the scope of our department.



All this brought me to the centre of academic life and I decided that I wanted to specialize in English Language and Literature, following in the footsteps of my professors. For this reason, I started my graduate education preparation during my undergraduate education and I am currently doing my master's degree in English Cultural Studies at Hacettepe University. Istanbul Gelisim University and my esteemed professors have made a great contribution to me getting to this point. Our university always keeps its promise of "improvement" and the more you are open to improvement, the more it improves you. I feel very lucky and happy to have received my undergraduate education at Istanbul Gelisim University, where we take the first step towards our career choice, which is one of the most important stages of our lives. I wish success to all my friends studying in our department. I hope you can achieve your dreams as soon as possible.



Fatma ALYANOĞLU **2nd Year Student from English** **Language and Literature** **Department**

Hello,

I'm Fatma, an English literature student at Gelişim University. I had been roaming the world before finally settling down in Istanbul and becoming part of this university. The nomad life I had led taught me a lot of things but failed to provide what Gelişim University, in two years, has been able to. The impact this university, and specifically this department, had and still have on me is beyond measure and the educational system is imperfectly perfect. The staff are friendly, competent and obliging. And one of the greatest things about this university is that they always try to improve themselves and are never satisfied with their performance.

I have encountered many mentor-like professors whom, I am sure, I will always look up to and have the highest regard for. While some other professors might not be as impressive and competent, they are good natured, hardworking and solicitous, always making sure we could get the best out of their lectures. One of those professors emboldened me to compose poetry in a language other than my own. I have always known I have a knack for poetry but I was too cowardly to experiment with something so foreign as that. One other professor has so much competence, zeal and passion for what she does, that the two- hours commute is nothing but a pleasure in an anticipation of her lecture.

And of course, when it comes to students, you will find people from all walks of life, different nationalities, ages, backgrounds, experiences, and talents. Luckily, for me, I managed to accumulate invaluable friends over the last two years I have been here. That sure sweetened the pot for me and made Gelişim University even more appealing. Such and much more you can find at Gelişim University, a place I would sure like to be teaching at after my graduation, if I had any say in the matter. And in case, anyone finds my objectivity questionable, I would like to remind them that I'm the one who is paying and not the other way around.



Berna BERKÜR

3rd Year Student from English Language and Literature Department



Hello,

My name is Berna Berkür. I'm a student of English Language and Literature department in Gelisim University and this year is my third year. Before choosing this university, I researched out to the professors in my department and they were very effective in helping me choose this university. All of them are very experienced and successful in their fields. I am honoured to meet them.



During the pandemic, like everyone else, I experienced a lot of difficulties with online education. It was really hard to focus on the lessons in front of the computer. But the thing I missed the most during the pandemic was the university environment and the time I spent with my friends. The University is an environment that really affects, changes and develops people. I recommend everyone to have a university experience and thanks to the education and friendships I have gained from my professors, I say that I am glad that I chose this university.



ABOUT ACADEMIC LIFE

PUBLICATIONS

Asst. Prof. Yahya Can Dura and Res. Asst. Selin Yalçıntaş's article titled "The Relationship between Globalization-Public Expenditure on the Basis of the Compensation and Efficiency Hypotheses" was published in the **Optimum Journal of Economics and Management Sciences**.

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 the **Sustainable Energy Technologies and Assessments**.
- "Assessing the linkage between energy consumption, financial development, tourism and environment: evidence from method of moments quantile regression" was published in the **Environmental Science and Pollution Research**.
- "Beyond the environmental Kuznets curve: Do combined impacts of air transport and rail transport matter for environmental sustainability amidst energy use in E7 economies?" was published in the **Environment, Development and Sustainability**.
- "Accounting for the combined impacts of natural resources rent, income level, and energy consumption on environmental quality of G7 economies: a panel quantile regression approach" was published in the **Environmental Science and Pollution Research**.
- "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. Andrew Adewale Alola's article titled

- "Do economic policy uncertainty and geopolitical risk surge CO2 emissions? New insights from panel quantile regression approach" was published in **Environmental Science and Pollution Research**.
- "The nexus of renewable energy equity and agricultural commodities in the United States: Evidence of regime-switching and price bubbles" was published in **Energy**.
- "Growing together! Unmasking the intelligence behind the satisfaction of holiday couples" was published in **Decision**.

Asst. Prof. Edmund Ntom Udemba and Res. Asst. Merve Tosun's article titled "Energy transition and diversification: A pathway to achieve sustainable development goals (SDGs) in Brazil" was published in **Energy**.



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