



**İSTANBUL  
GELİŞİM  
UNIVERSITY**



# **FACULTY OF APPLIED SCIENCES MONTHLY BULLETIN**

*Applied Science in Gelişim, For a Change In Your Life*

**MAY 19**

*Happy!*

**COMMEMORATION of ATATÜRK  
YOUTH and SPORTS DAY**



## News from FoAS

### The Projects “A Study on the Effect of Psychological Capital and Subjective Well-Being of Aviation Industry Employees on Team Performance in the Covid 19 Period and the Afterwards” Accepted by TUBITAK!

The project titled “A Study on the Effects of Psychological Capital and Subjective Well-Being of Aviation Industry Employees on Team Performance in the Covid 19 Period and the Afterwards,” was accepted by the 2209-A University Students Research Projects Support Program, Scientist Training Support Programme, supervised by Assoc. Prof. Sezer Cihan Günaydın Kesken, Head of Aviation Management at Istanbul Gelisim University.

Ataberk Tekin, Begüm Aras, Fatma Damla Onay, the students of UBF Aviation Management Department, and Fatmagül Ceyda Dinç, student of FEAS Aviation Management Department, are among the students involved in the project.

Project Acceptance Date: 15.05.2022 - Project Completion date: 06.11.2022



## FoAS Applied Communications Festival

***Applied Communication Festival was held by Istanbul Gelisim University FoAS Public Relations and Advertising, New Media and Communication and TV Journalism Programming Departments.***

The Applied Communication Festival, which includes interviews, workshops, film screenings and exhibitions on many topics covering the field of communication, was held between 16-24 May 2022.

In the Applied Communication Festival, IGU Faculty of Applied Sciences Dean Prof. Dr. Kamil Kaya was the Chairman of the Executive Board, while Deputy Deans of the Faculty of Applied Sciences Asst. Prof. Hilal Kılıç and Asst. Prof. Nevruz Berna Tatlısu took part as the Vice Chairman of the Executive Committee. In addition, Head of Public Relations and Advertising Department, Assoc. Prof. Emel Tozlu Öztay, Head of New Media and Communication Department Asst. Prof. Şebnem Gürsoy Ulusoy and Head of TV Journalism Programming Department Asst. Prof. Uğur Baloğlu took their places in the Applied Communication Festival as Organizing Committee Chairs.





## FoAS Applied Communications Festival

***Applied Communication Festival was held by Istanbul Gelisim University FoAS Public Relations and Advertising, New Media and Communication and TV Journalism Programming Departments.***

Making his speech at the Protocol Opening of the Applied Communication Festival, Istanbul Gelisim University Rector Prof. Dr. Bahri Şahin stated, “As the Rector of Istanbul Gelisim University, I attend an event for the first time and I wish this event to be successful. I would like to thank everyone who contributed to this festival, which will be held with all elements and activities of communication. I saw the program, a lot of effort was put into it, such long-term activities take time and effort.”

“From now on, while stating that the goal of our university is to be a research university, the quality of universities can only increase with the realization of studies, not so-called.” Rector Prof. Dr. Bahri Şahin drew attention to the importance of university projects.





## FoAS Applied Communications Festival

Dean of Istanbul Gelisim University Faculty of Applied Sciences Prof. Dr. Kamil Kaya delivered the opening speech.

*Istanbul Gelisim University Faculty of Applied Sciences Dean Prof. Dr. Kamil Kaya added, "Before I begin my speech, I respectfully greet you all. On behalf of myself and my faculty, I would like to thank you for your participation in the 'Applied Communication Festival' organized jointly by the Department of Public Relations and Advertising, Department of Television Journalism and Programming and the Department of New Media and Communication. I would also like to welcome our esteemed guest who honored us with his presence, and I would like to express my gratitude. On this occasion, I would like to briefly share my views and thoughts about the festival. Applied Communication Festival is the second most comprehensive scientific event organized by our Faculty after the International Applied Social Sciences Congress held between 10-11 March 2022. Our festival will be held between 16-24 May 2022. Our festival, which will start today (May 16, 2022), will continue on Tuesday, May 17 and Wednesday, May 18; Due to the 'May 19, Commemoration of Atatürk, Youth and Sports Day,' there will be a break for 4 days starting from Thursday and will end with the activities to be held on Monday, May 23 and Tuesday, May 24.*





## FoAS Applied Communications Festival

Dean of the Faculty of Applied Sciences Prof. Dr. Kamil Kaya continued his speech as follows:

*" In addition to invaluable invited speakers, our festival includes Interviews and Seminars, Workshops and Studio Studies, Short Film and Advertisement Film Screenings and Signature Days, each of which will be held with the participation of intellectual and artistic workers who are experts in their fields.*



*With the concept of "global village" used by McLuhan in the 1960s, it has been stated that the 20th century is the "age of globalization."One of the main dynamics of globalization is undoubtedly the developments in the field of communication. Because, regardless of the dimensions of globalization, from economy to culture, from law to politics, there is a communication dimension. Considering the developments in communication technologies and the extent of globalization since that day, it would probably not be wrong to say that the 21st century we live in is a "communication age."*

*The main purpose of our festival is precisely about this, namely to raise awareness about the age we live in. In the field of communication Our aim is to bring together our students with intellectual and artistic workers who are interested in the subject, with the cooperation of three departments of our Faculty, which has joint programs.*

*To bring to light the potential of our students to apply the theoretical knowledge they have acquired during their education.To transform the education they have received into an education suitable for the era, thus preparing our students for the future. I wish success to all the participants who contributed to our festival. I would like to express my gratitude to our Chairman of the Board of Trustees, Mr. Abdulkadir Gayretli, for their unwavering support for our festival, our former Rector Prof. Dr. Nail Öztaş and our Rector Prof. Dr. Bahri Şahin. In addition, the Festival's Executive Committee Members - Deputy Deans - Asst. Prof. Hilal Kılıç and Asst. Prof. Nevruz Berna Tatlısu, Heads of the Organizing Committee - Department Heads - Assoc. Prof. Emel Tozlu Öztay, Asst. Prof. Uğur Baloğlu and Asst. Prof. Şebnem Gürsoy Ulusoy; In addition, I would like to thank the Organizing Committee and the Technical Committee Members, in short, everyone who contributed to our festival."*

# FoAS Applied Communications Festival

## Scenes from the First Day of the Festival...

Between 11:00 -12:00, short Film Screenings were held at the Kule K Block Auditorium. Within the scope of this event, director Gökalp Gönen's film Lal, directors Orhan Umut Gökçek and Şeyma Kavak Gökçek's Son film, director Ceylan Beyoğlu's Needle and director Hamza Uysal's Spring, Summer, Autumn and Again films were screened.



Between 13.00 -15.00, the Corporate Social Responsibility Project Seminar "Don't Throw, Color it!" was held at the Kule K Block Auditorium, Avcılar Municipality Environmental Protection Team attended this seminar as an invited speaker.



# FoAS Applied Communications Festival



## Scenes from the First Day of the Festival...

Between 13.00 -14.30, a Cinema Talk was held at the G Blok Prof. Dr. Aziz Sancar Conference Hall with the participation of director Emin Alper.



Between 14.30 -15.30, short Film Screenings were held at G Blok Prof. Dr. Aziz Sancar Conference Hall. Within the scope of this event, director Yasemin Demirci's film Climate Change, director Deniz Telek's Amus film, director Yılmaz Özdil's Heavy Load and Zeynep Dilan Sürer's Great Istanbul Depression films were screened. Between 15.30 -16.00, short Film Director Talks were held at G Blok Prof. Dr. Aziz Sancar Conference Hall with the participation of director Yasemin Demirci and director Zeynep Dilan Sürer.

## FoAS Applied Communications Festival

### Scenes from the First Day of the Festival...

The exhibition titled "An Advertising Story," which was opened by IGU Rector Prof. Dr. Bahri Şahin and brought to life by UBF Public Relations and Advertising department scholar, Asst. Prof. Sinem Eyice Başev and her Students, was presented to the participants during the festival.



**Resmi Sosyal Medya Hesaplarımız:**



**/ iguubf**

# FoAS Applied Communications Festival

## Scenes from the Second Day of the Festival...



Between 10:00 -11:00, the Corporate Social Responsibility Project Seminar was held at G Blok Prof. Dr. Aziz Sancar Conference Hall. Psychotherapist Şeyda Canbay attended this seminar as an invited speaker.



Between 11:00 - 12:00, Short Film Screenings by Women Directors were held at the Kule K Block Auditorium. Within the scope of this event, director Hatice Aşkın's APP film, director Büşra Bülbül's Bleach film and director Öykü Orhan's Paydos films were screened.

# FoAS Applied Communications Festival

## Scenes from the Second Day of the Festival...



Between 12.00 -12.30, Short Film Director Talks were held with the participation of director Büşra Bülbül and director Öykü Orhan at the Kule K Blok Auditorium.



Between 14.30 -16.00, Istanbul Gelişim University Students Award-winning Ercan Er - Necroman and Çamran Azizoğlu - Tepe Taklak Murder Short Film Screenings and Interview were held at the Tower J Block Auditorium.

# FoAS Applied Communications Festival

## Scenes from the Second Day of the Festival...



Between 13.00 -14.30, Diction Announcer Workshops were held at the B Block TV Studio with the participation of Ezgi Sütçü Ercan (TRT Announcer).



# FoAS Applied Communications Festival

## Scenes rom the Third Day of the Festival...



Between 09.00 - 10.00, the seminar titled E-Commerce Applications and Instagram Marketing was held at the Kule K Block Auditorium with the participation of Burcu Demir.

Between 11.00 - 12.00, Documentary Short Film Screenings were held at the Kule K Block Auditorium. In this context, directors Ferhat Zengin and Bahadır Kapir's Magical Fener, director Enis Manaz's Abella's Journey, and director Bayram Küçük's films, We Have No Other Homeland, were screened.



# FoAS Applied Communications Festival

## Scenes from the Third Day of the Festival...



Between 12.00 - 12.30, A Documentary Short Film Interview was held with the participation of Ferhat Zengin and Bahadır Kapir at the Kule K Block Auditorium.



Between 13.00 - 14.30, Cinematography Workshop was held at B Blok TV Studio with the participation of Durmuş Sorkut (Director of Photography).

## FoAS Applied Communications Festival

### Scenes rom the Third Day of the Festival...



Between 14.30 - 15.30, Documentary Short Film Screenings were held at the Kule K Block Auditorium. In this context, director Yağmur Kartal's Toymaker, director Evrim İnci's Bulak and director Ahmet Keçili's Seval films were included in this screening.

Between 15.30 - 16.00, a Documentary Short Film Interview was held with the participation of Yağmur Kartal at the Kule K Block Auditorium.





## FoAS Applied Communications Festival

### Scenes rom the Third Day of the Festival...

Between 14.00 - 15.00, "The New Digital Society: Artificial Intelligence, Metaverse and Crypto Economy" event was held at the Tower K Block Auditorium with the participation of Tanol Türkoğlu.



**Resmi Sosyal Medya Hesaplarımız:**



/ iguubf

# FoAS Applied Communications Festival

## Scenes from the Fourth Day of the Festival...



Between 11.00 – 12.30, a Youtube Broadcasting event was held at the Kule K Block Auditorium. In this event, Ali Tarakcı (Realtivi), Ferit Atay (Zanka TV), Gökhan Özbek (23 degrees) and Hamza Yardimcioglu (Zanka TV) took place as invited speakers.

Between 14.00 – 16.00, a Digital Tools and Security event for Journalism was held with the participation of Mehmet Şafak Sarı (NewsLab Turkey) at A Blok 101 PC Laboratory.

## FoAS Applied Communications Festival

### Scenes rom the Fourth Day of the Festival...

Between 13.00 - 17.00, an Entrepreneurship Workshop for Public Relations Specialists was held with the participation of Ümit Ünker at the Tower K Block Auditorium.



**Resmi Sosyal Medya Hesaplarımız:**



/ **iguubf**

# FoAS Applied Communications Festival



## Scenes from the Fifth Day of the Festival...



Between 09.00 -13.50, a Public Relations Campaign Interview was held at the Kule K Block Auditorium. "A Campaign Journey" Concept Advertising Agency, Award-Winning Advertiser Kübra Çakır hosted.



Between 14.10 -15.10, Netizen Master Class, Data Economy event by Atif Ünalı (Newsweek TR) and Volkan Akı (World Newspaper) was held at the Tower K Block Auditorium.

# FoAS Applied Communications Festival

## Scenes rom the Fifth Day of the Festival...



Communication Festival Closing Session's Honor Guest was Journalist-Writer İpek Çalışlar...

Journalist-Writer İpek Çalışlar, who attracted great attention in the conversation about her books "Latife Hanım" and "Atatürk", shed light on the new generation communicators with her suggestions by telling her story from her years of investigative journalism to her years of writing. Expressing her satisfaction by stating that she found the organization of the festival very professional, Çalışlar was presented with a plaque of appreciation by IGU Faculty of Applied Sciences Dean Prof. Dr. Kamil Kaya. Prof. Dr. Kamil Kaya also gave the closing speech of our festival by saying, "It is a great honor for us to see doyenne names like you at our festival."

## Events

### Gelisim Students Drew Attention to the Importance of Child First Aid by "Be Aware, Save Lives!"

By Istanbul Gelisim University Faculty of Applied Sciences, Public Relations and Advertising senior students, in order to emphasize the importance of child first aid in line with the subject of "Reducing Child Mortality" within the framework of the Global Development Goals, an awareness project seminar was held at Istanbul Gelisim University Mehmet Akif Ersoy Conference Hall.

**For the media coverage of this seminar:**

<https://habersiz.com.tr/gelisimliler-cocuk-ilk-yardiminin-onemine-dikkat-cekti/>



## Events

### Istanbul Gelisim University Students with the Motto “From One Child to a Thousand Futures” Underlined the Importance of Gender Equality

The importance of the necessity of introducing the concept of gender equality at a young age was discussed in the seminar, which was put forward by the senior students of Istanbul Gelisim University, Faculty of Applied Sciences, Public Relations and Advertising Department, with the participation of Specialist Pedagog Özge Fırat, within the scope of the project “From One Child to a Thousand Futures.” In the seminar, important steps to be taken to destroy the unequal behaviors, attitudes, and perceptions that individuals are exposed to according to their gender were explained, and it was underlined that education at a young age is extremely important.

**You can reach the media coverage of the seminar from the links below:**

- <https://www.turkuazgazetesi.net/haber/10345853/universiteli-ogrenciler-cinsiyet-esitliligini-vurguladi>
- <https://www.mercekhabergazetesi.com/haber/10346388/istanbul-gelisim-universitesi-ogrencileri-bir-cocuktan-bin-gelecege-mottosuyla-toplumsal-cinsiyet-esitliginin-oneminin-altini-cizdiler?preview=4ff5c50fe59274ef2c28bd7d64db3c49>



## Events

### Istanbul Gelisim University Students Took a Step for a Sustainable Life by Saying “Don't Let Our Future Be in the Past!”

“The micro plastics that await us in the near future are extremely dangerous. I wish every university could carry out awareness projects like you do”

Istanbul Gelisim University, Faculty of Applied Sciences, Public Relations and Advertising Department senior students, under the supervision of Assoc. Prof. Emel Tozlu Öztay, They realized a sustainability-themed project with the slogan “Don't Let Our Future Be in the Past!.” Within the scope of the project, with the participation of B. Aylin Alagöz, Secretary-General of the Integrated Reporting Association and Member of Yuvam World Science Board, a seminar was held in the G Blok Prof. Dr. Aziz Sancar conference hall.

**You can reach the media coverage of the seminar from the link below:**

- <https://ekoIQ.com/2022/05/17/universitelilerden-surdurulebilirlik-projesi-gelecegimiz-gecmiste-kalmasin/>





## Events

### Istanbul Gelisim University Students Take Action With The Motto “Strong Women, Bright Future!”

“For a modern society, it is necessary for women to be as strong and self-confident as men in the public sphere. It is extremely important that this awareness is created at the university, the work you have done is very, very valuable in this respect.”

Under the coordination of Assoc. Prof. Emel Tozlu Öztay, Istanbul Gelisim University, Faculty of Applied Sciences, Public Relations and Advertising Department senior students, with the participation of Sabancı Foundation General Manager Nevgöl Bilsel Safkan, a seminar was held to raise awareness about what the concept of Neet is and who falls into this category within the scope of the ‘women who shape their lives’ project.

**You can reach the media coverage of the seminar from the link below:**

- <https://ensonnokta.com/gelisim-universitesi-ogrencileri-guclu-kadin-aydinlik-gelecek-fikriyle-yola-cikti-h62080.html>



## Events

### Campaign Presentations Prepared Within the Scope of the Course Were Made!

Under the management of Asst. Prof. Sinem Eyice Başev, Public Relations and Advertising Department, the presentations of the campaigns prepared within the scope of the HRY326 Campaign Practice in Public Relations course were made by the 3rd year students of the department.

The students, who performed market, target audience and SWOT analysis regarding the "localization of the Milka brand," gave information about the positioning study, banner, banner, viral advertisement, television and radio advertisement, outdoor advertisement design and application processes as a result of the analysis.



## Events

### **Istanbul Gelisim University, Faculty of Applied Sciences, Gastronomy and Culinary Arts Departments Hosted the Representatives of the Germany-Based Kanne Group at Our University!**

Representing Kanne Group, Kanne Group Business Partner Serkan Yedikule and Kanne Group chef Samet Kavralođlu came together with our university gastronomy students.

Gastronomy departments of Istanbul Gelisim University participated in the event held on May 9th 2022, at 14.00 at Gelisim Tower Auditorium Hall. The hosts first introduced their companies to the students participating in the event and briefed them about their activities. Then, the hosts, who talked about career opportunities and opportunities in Germany and within the Kanne Group, gave detailed information to our students about working conditions abroad, based on their own experiences.

Head of Gastronomy and Culinary Arts English Department Asst. Prof. Sema Aydın and Head of Turkish Department Asst. Prof. Nevruz Berna Tatlısu presented plaques to the speakers at the end of the seminar for their valuable participation.



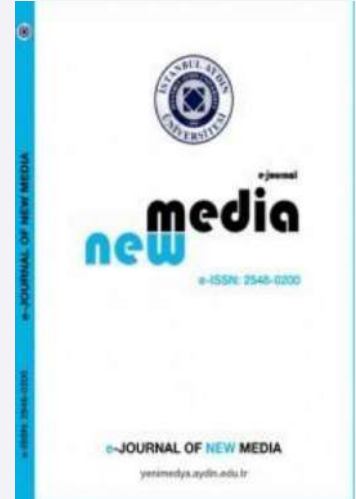
## Academic Articles

### The Study Titled “Digital Culture and McDonaldization of Society in the Framework of Capitalism” Was Published!

The article titled “The McDonaldization of Digital Culture and Society in the Framework of Capitalism,” prepared by Asst. Prof. Şebnem Gürsoy Ulusoy from the Department of New Media and Communication, was published in Istanbul Aydın University, New Media Electronic Journal, May 2022, Volume 6, Issue 2.

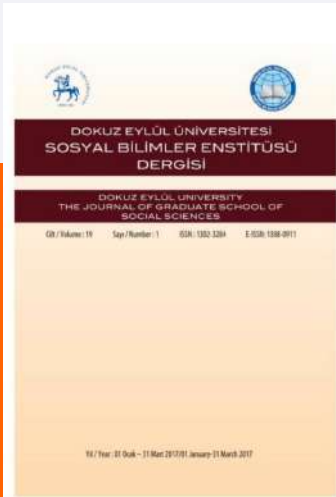
**You can find the full text of the article at the link below:**

<https://dergipark.org.tr/tr/pub/ejnm/issue/69899/1101070>



### The Study “The Effect of the Covid-19 Process on Consumer Behaviors and Innovations in Consumer Trends: An Example of Immune-Boosting Food Supplements” was Published!

The article titled “The Effect of Covid-19 Process on Consumer Behaviors and Innovations in Consumer Trends: Example of Immune-Boosting Food Supplements” prepared by Asst. Prof. Sinem Eyice Başev, from the Department of Public Relations and Advertising, published in Dokuz Eylul University Journal of Social Sciences Institute, March 2022, Vol 24, issue 1.



**You can find the full version of the article:**

<https://dergipark.org.tr/tr/pub/deusosbil/issue/69214/1079454>

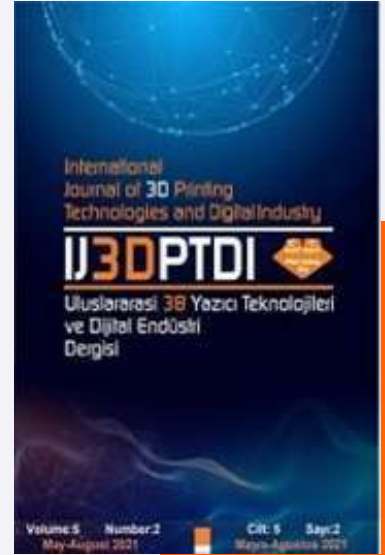
## Academic Articles

### The Study Titled “An Experimental Determination and Numerical Analysis of a Loiter Munition Unmanned Aerial Vehicle System” Was Published!

Co-authored by Asst. Prof. Tamer Saraçyakupoğlu, Heyzem Doğukan Delibaş, from Aircraft Maintenance and Repair Department, Res. Asst. Ahmet Devlet Özçelik, the article titled “An Experimental Determination and Numerical Analysis of a Loiter Munition Unmanned Aerial Vehicle System,” was published in the International Journal of 3D Printer Technologies and Digital Industry, in 2022, Volume 6, Issue 1.

**You can find the full text of the article at the link below:**

<https://dergipark.org.tr/en/download/article-file/2293439>



### Our Official Social Media Accounts:



/ iguubf

# Congresses

## Participated in the 6th International Eurasian Social Sciences Congress!

From Public Relations and Advertising Department Asst. Prof. Özge Turhan, from the Department of Management and Information Systems Asst. Prof. Canan Tiftik and Asst. Prof. Hande Ayhan Gökcek participated in the 6th International Eurasian Social Sciences Congress, which was held online and face-to-face between 13-16 May 2022, with her work titled "The Impact of the COVID-19 Pandemic on Business Management."

**You may reach the congress web page from the link:**

<https://www.icoess.com/Anasayfa.aspx>



## Attended the 7th International "Communication in New World" Congress!

Head of Department of Public Relations and Advertising Assoc. Prof. Emel Tozlu Öztay and Asst. Prof. Sinem Eyice Başev attended the 7th International "Communication in New World" Congress online which was held in Izmir between 2-4 March 2022, with their work titled "Semiotic Analysis of 'Life is Easy with the Internet' Advertising Film in Turkish Telecom's Social Responsibility Project."

**You can reach the congress booklet from the link below:**

[https://www.iletisimkongresi.org/\\_files/ugd/614b1f\\_e9c07f6660244f549bf362f129d0e066.pdf](https://www.iletisimkongresi.org/_files/ugd/614b1f_e9c07f6660244f549bf362f129d0e066.pdf)



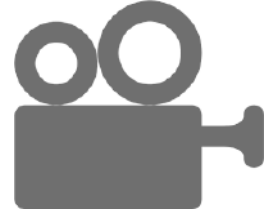
# Erasmus+

## Academicians from UBF participated in Erasmus+ Staff Mobility

From Gastronomy and Culinary Arts (TR) Department Res. Asst. Gizem Hulağa Kaderoğlu and Res. Asst. Oğuzhan Köklü, from the Department of Public Relations and Advertising Res. Asst. Nevra Üçler, from the Department of New Media and Communication Res. Asst. Türkan Öykü Büyükçelikok went to Portugal ESAD College of Art and Design between 25-29 April 2022, within the scope of Erasmus+ personnel mobility for training purposes.

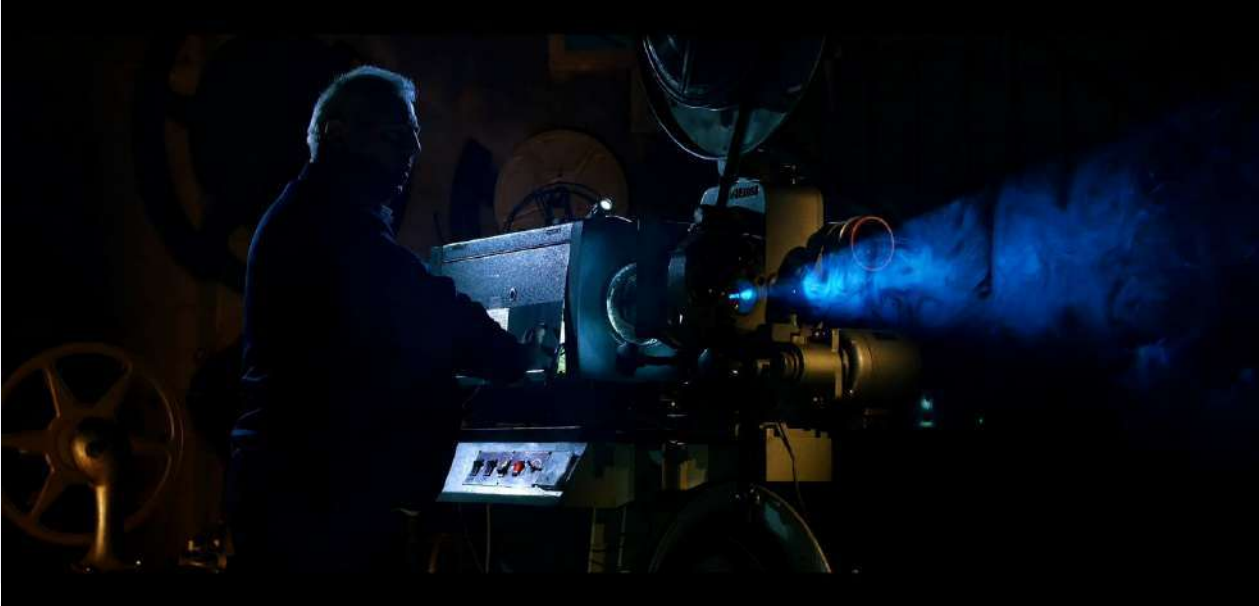
Our research assistants who participated in the Erasmus+ activity stated that they had the opportunity to get to know a different culture within the scope of mobility, as well as to discuss possible cooperation opportunities.





## May / Culture & Art

### SEARCHING FOR MEMORIES: MAGICAL LANTERN KEEPERS



“Yeşilçam is the name of passionate loves, hopes, dreams, warm friendships, unity and togetherness. The screenwriters who spend their lives writing non-stop, the directors who live between light and darkness, the stars that shine a light on the lives they touch, and the back streets of Beyoğlu, where we sometimes feel sad and cry; Yeşilçam is the name of the movies that make us happy and laugh sometimes. They have taken a place in our lives as a broken part of our childhood, youth and unforgettable memories.” With these words begins the documentary *Magical Lantern Keepers*. It is directed and produced by Asst. Prof. Ferhat Zengin, one of the academic staff of Istanbul Gelisim University, and Dr. Bahadır Kapır, reflects the curious face of Yeşilçam to us. The story of the documentary, which makes a nostalgic journey to Yeşilçam cinema through filmmakers who worked in Yeşilçam cinema, is as follows: “There are people in Yeşilçam cinema whose names we do not know, whose faces we do not even know. People who bring us together with those colorful dreams and stars. They are the secret heroes of our cinema, who animate the white screen with the light of the magical lantern in dream castles; They are veteran filmmakers who have given years to Turkish cinema within four walls.”



## May / Culture & Art

### SEARCHING FOR MEMORIES: MAGICAL LANTERN KEEPERS



The documentary, which was shot with the last surviving representatives of the period who worked in Yeşilçam cinema between 1950-1980 between 2017-2019, appears as an oral history study. In this context, the memories of 48 local filmmakers living in different provinces of Turkey were recorded. The documentary consists of the importance of the filmmakers in Yeşilçam cinema, the difficulties of film screenings, the viewing culture in Yeşilçam, the changing technology and digitalization, the transformation of historical movie theaters with technology, and the memories of the filmmakers. Director Zengin and Kapır stated, "We pursued the memories and memories of forgotten people who have not been mentioned in our cinema until today. Our aim was to record the unknown memories of Turkish cinema and to try to explain our cinema through the eyes of the filmmakers who brought Yeşilçam films together with the audience," they emphasize the purpose of the documentary. In this sense, the directors say that they try to reveal the unknown aspects of Turkish cinema through personal stories and try to remind them of a profession that has sunk into oblivion. Drawing attention as a production that won many awards from national and international festivals, *Magical Lantern Keepers* was screened in different countries such as America, Germany, Italy, England and Brazil as well as Turkey.

The directors, who stated that the documentary, whose festival journey continues, will soon be published with the contents, including parts that are not included in the film, and they state that "We are making a nostalgic journey to Yeşilçam cinema with the documentary, and they will shed light on the unknown sides of Turkish cinema with the book." Saying that the documentary will continue as a series after the book, the directors say that in these new documentaries, they will focus on the censorship, erotic period and technology themes in Turkish cinema on the memories of the mechanics.



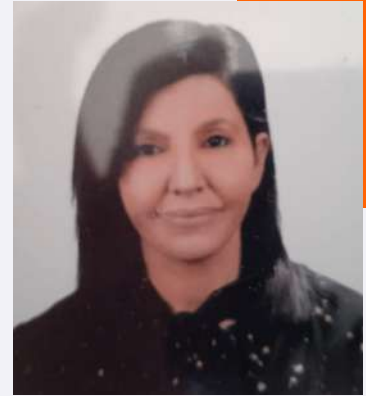
## May / Geust Writer

### ***Fixed Values... Be Special to Human Resources...***

Our two years with Covid, most of us were already tired. Economic uncertainties added to sociopolitical concerns have been at their peak in recent weeks. As if these were not enough, the compelling surprises of life, of being alive, of being human are not missing. If we have recently divorced, quit a job, lost someone we love very much, in short, if there has been a big change in our lives that causes sadness, this is also about uncertainty. Contrary to what first comes to mind, not only challenging experiences but also sudden, dramatic developments fuel the atmosphere of uncertainty. For example, the rapid decline of the currency, as well as the skyrocketing, shakes the economic balance, exacerbating the perceptions of uncertainty and insecurity about the future. Disruption of the order that has been going on until that day, not knowing what the change will bring, sometimes prolonging the adaptation process, are things that no living thing needs to feel safe likes. Being human can add to this the habit of getting lost in anxiety-focused vicious thoughts, or to put it more accurately, his weakness.

However, living organisms require order. They want to be safe in the environment and conditions they are familiar with, to be able to see the environment or situation they are in clearly, and to protect the assumption that they can control their lives and balances. When life flows smoothly and effortlessly, we all think we are in control of our lives, like a novice captain feeling mighty at the helm of his ship in calm weather. But a health problem or a storm can quickly overturn this sense of power. If he is an experienced captain, he knows that he cannot control everything, and he makes the best use of everything he can control.

When the uncertainty situation intensifies or the number of unknowns in our lives increases, being caught up in them and thinking about them all the time traps us in anxiety and fear as a result of a natural process. But what do we do when things go upside down and not think about them?



**Management Information  
Systems**

## May / Geust Writer

If the thought is about the solution, the precaution, then it is great. But in general, the thought about difficult times or the future of difficult times is not solution and precaution-oriented, but concentrates on the dead ends of judgment, questioning, blaming someone, oneself or life, and self-pity. And I know that saying "don't think about it" is not a solution, because these dark thoughts come even if we don't want to. A leaf torn from its branch cannot be free. It can only be blown before the winds, in the direction they blow. But a bird can be free. It has the will or instinct to fly, to choose its direction, or to land.

you've been fired, focus on finding a new job, your loved ones, your hobbies. To other loved ones if your father died. If you lost money, your health. The concepts, people and actions that you value (for now) and see as stable and solid in your life.

The fixed values we cling to today may be our loss tomorrow. In that case, too, we will find new constants. When we find nothing, we will feel the solidity of the earth under our feet. If there is an earthquake and even it shakes, we will look at the horizon, saying that it is always stationary as long as the world stands still. Neither nature nor life love emptiness. Where there is a gap, he wants to put something there. If we fill in the blanks, we fill them with what we want, need, and love. If we leave it empty, life, other people, vigilant fears will fill it with whatever they find, and these are often not what we want, need, love. Let's make a decision for the rest of our lives. No matter what is happening around, in our country, in the world, let's first choose the things we will focus on, then choose well, and then focus on them.



**SCIMAGO 2022**

**IGU is among the world's top 500 universities in environmental sciences and engineering**

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# May / Book Review

Assist. Prof. Dr. Şebnem Gürsoy Ulusoy

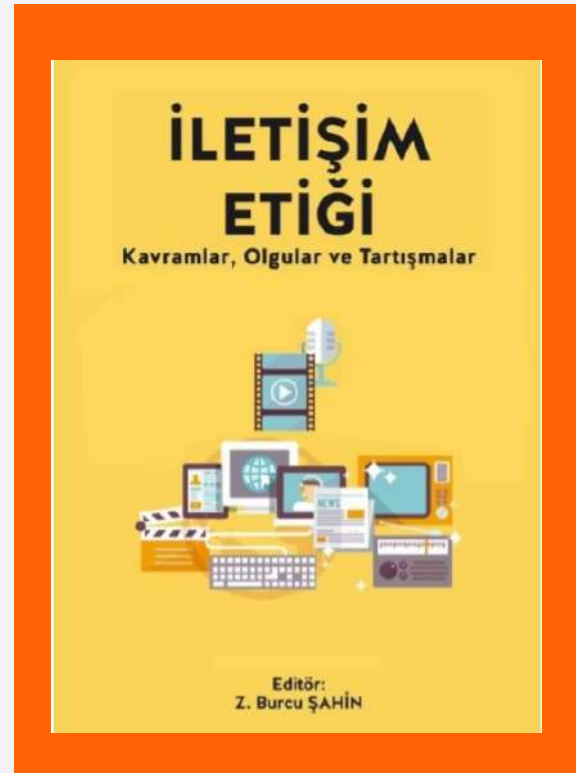


The concept of ethics emerges as a concept that is emphasized in every field. When the subject is communication science, the rate of examination of this concept increases even more. The Communication Ethics book, edited by Asst. Prof. Zeynep Burcu Şahin, was published by Literatür Academic Publishing. It is a fundamental work that examines the concept of communication ethics in different branches of communication, offering a broad perspective and perspective. When the chapters in the book are examined, diverse topics that examine "journalism and ethics," "ethics in the new media age," "ethics in digital media," "cinema and ethics" and many other ethical concepts in the context of communication sciences draw attention.

Today's digital technologies provide unlimited access to information. The concept of ethics comes to the fore day by day in the formation and use of this unlimited knowledge. What is true? What is wrong? True to whom? These questions bring with them today's ethical violations.

It is obvious that Asst. Prof. Zeynep Burcu Şahin examines the concept of ethics and morality as an introduction in the chapter titled "journalism and ethics." With a perspective-opening perspective, it examines the change and differentiation of the concept of ethics with the social structure and the perspective of individuals in the context of journalism. Before examining the concept of ethics, the concept of "Ethics and Morals" is examined. Starting from the philosophical and moral dimension of the concept of ethics, today's professional ethics concept is emphasized.

"In the first sense, ethics corresponds to the sub-branch or discipline of philosophy that is related to morality and moral value" (Şahin, 2019, 17). In the following parts of the book, it is stated that the concept of ethics in the context of gender is examined through the roles of men and women. In this sense, it is taught that ethics as a part of gender comes to the fore. The concept of ethics as a part of society is criticized both as a continuation of the cultural elements of the society; comes to the fore in all disciplines of communication sciences. The communication area is an area intertwined with society and culture. In this context, it is seen that communication ethics cannot be moaned independently of society. It is uttered that throughout the book, communication ethics in many different cultural, social and professional fields is examined and scrutinized.



# News from Our Alumni

## Hello! I am Okan Ünlü...

I graduated from Istanbul Gelisim University, Faculty of Applied Sciences, Aircraft Maintenance and Repair Department in 2020, where I started my undergraduate education in 2016, hoping for piloting and aviation from a young age and my career plans that I established step by step. Due to the companies' decision to postpone their employment planning during the Covid-19 pandemic period, I started a job at the companies in my target area. However, both the sectoral activities and opportunities of our university and thanks to Asst. Prof. Rıza Haluk Kul's support, and the projects we carry out with him, we keep our communications open with companies and our university

We spent intensive and effective hours on aircraft parts and documents with Retired Captain Pilot Hüsametdin Payat, the Technical Sales Manager of the company where I completed my internship, and I had the opportunity to gain unique knowledge and experience. In the organization of IFTE 2018, we formed an excellent team with aviator colleague/professional candidates selected from different aviation departments of our university, representing our institution in participant status, providing vocational training guidance, and meeting with industry leaders, we evaluated our strategic future plans and shaped our thoughts. Apart from our theoretical lessons, thanks to the projects we carried out with Asst. Prof. Rıza Haluk Kul, for project management, total quality management, human factors, etc. I have tried to gain in all subjects that will benefit our aviation competencies. There are currently ongoing projects. I gained great benefits from different aspects by being a visitor at the 12th Transport and Communication Council organized by the Ministry of Transport and Infrastructure.

For the opportunities they provide for us to improve in English, which is an important language for the aviation industry, I would like to thank our Chairman of the Board of Trustees, Mr. Abdülkadir Gayretli and our professor Asst. Prof. Rıza Haluk Kul.



## May/Interview

*Mustafa Kutlay, President of Communication Consultancy Companies Association (IDA) and Founder and President of desiBel Agency:*

**“It is no longer enough just to do your job well, individually or institutionally. You should be explaining well that you did your job well. In such a world, the star of communication consultancy is becoming a shining profession...”**

Dear Mustafa Kutlay, first of all, thank you very much for accepting our interview. It is very important for us to bring you together with our readers and we are very glad that you took the time.... I would like to ask right away, what business topics does the Communication Consultancy profession cover today, what is its position and what is its importance?

I would like to thank you. Communication consultancy has started to touch a wider area in the lives of brands. Communication consultants are now in a position to make their presence felt in every platform where brands touch their stakeholders, such as not only PR (Public Relations), but also marketing communication, internal communication, social media strategy and management.

In all these developments, digitalization is at the forefront today... What do you think is the most important factor that arises from the digitalization of communication and affects our lives?



## May/Interview

The digitalization of communication is a process that increases the importance of communication consultancy... Digitalized communication requires brands to take the right decisions about risks and opportunities much faster. Because we are now in a world where people can get real-time news from everything that has electricity. This situation requires communication consultants and brands to analyze new communication channels correctly and to develop a language and strategy for each communication field that is suitable for the consumer of that field.

In other words, you can no longer carry the communication you planned for a newspaper or TV to social media channels. Because the audience who watches TV, reads newspapers and magazines and the people who follow the world on Twitter or Instagram do not speak the same language. In fact, the same people are waiting for something different while watching TV, and something different on social media. Therefore, communication consultancy has started to become a much more complex engineering. I am talking about a process that is too complex for brands to solve on their own... The online life habit that has accelerated with the pandemic all over the world has rapidly increased the importance of communication consultancy. Communication consultancy is now indisputably shown as one of the most popular professions of the future.

**Dear Mustafa Kutlay, can you introduce IDA to us? What are its aims and activities?**

Communication Consultancy Companies Association (IDA) is a structure that brings together companies that provide communication consultancy services and whose main income item is PR in their income composition. IDA is also the Turkey representative of ICCO (International Communication Consultancy Association), which is the global organization of more than 2,500 communication agencies from 55 countries. Thus, IDA members have the privilege of accessing the international pool of knowledge and relations in our profession through IDA. IDA has a wide and ever-expanding area of responsibility, from training qualified human resources needed by the industry to developing its members in meeting the current needs in all areas of communication.

İletişim Danışmanlığı Şirketleri Derneği  
Communication Consultancies Association of Turkey



[www.ida.org.tr](http://www.ida.org.tr)

## May/Interview

**Mr. Mustafa Kutlay, what do you foresee for the future of the communication profession and what does IDA plan to add to the profession as a vision?**

It is no longer enough just to be doing your job well, either individually or institutionally. You should be explaining well that you did that job well. In such a world, the star of communication consultancy is becoming a shining profession... Technology, the new needs of the future, will remove many professions from our lives. But communication will gradually become more of a part of our lives and its weight will be felt more and more in every aspect of life.

**Mr. Kutlay, what would you recommend to our students and young communication candidates who want to take communication as a profession?**

Young people who want to be communicators need to be well-equipped. Think about it, the world's biggest brands and institutions that create billion-dollar economy are handing over their reputations to you! It is inevitable that the people who will undertake such a great responsibility must be highly qualified. Our young people who want to be communicators must be fed from a world without borders and increase their intellectual knowledge! Communication is a field that requires analytical mind as much as engineering, curiosity and skill as much as social sciences, emotional intelligence and creativity as much as art...



[www.desibelajans.com](http://www.desibelajans.com)





## May/Interview

In short, every muscle must be strong! Young people who choose this field as a career will first have made a very correct and visionary choice... This profession will continue to develop the most important elements of life today and in the future....

**Dear Mustafa Kutlay, thank you very much for your valuable information...**

I would like to thank you for allowing such an interview in the e-bulletin of the Faculty of Applied Sciences of Istanbul Gelisim University...



After graduating from Marmara University, Faculty of Communication, Mustafa Kutlay worked as a journalist for Anka News Agency, Dünya Newspaper, Para Magazine, Cumhuriyet Newspaper and Hürriyet Newspaper, respectively. He spent 17 years of his 24-year journalistic career as deputy economy director of Hürriyet Newspaper. Mustafa Kutlay, one of Turkey's first technology and finance journalists, has served as Turkcell Media Relations Manager for 4 years since 2009. Mustafa Kutlay, who became the founding partner and President of desiBel Agency in 2013, is still the President of the Communication Consultancy Companies Association (IDA). Kutlay is also a member of the Press Council and the Journalists' Association, the Economic Journalists' Association and the Information Journalists' Association.

## News from Sector

### **Turkish Airlines (THY) has been selected as the top 10 airlines in the world by the votes of Travel + Leisure Magazine!**

It was determined by the votes of Travel + Leisure, an American travel magazine made by THY Press Office. It was said that THY, the airline that flies to the most countries in the world, was deemed worthy of an award in the "Top 10 International Airlines" category in the "Best of the World" award program, which was held for the 26th time this year. In addition to THY's success, Istanbul's "remarkable new airport provides such an impeccable welcome to the city in the category of 'Europe's Best Cities' that many respondents consider their arrival at the airport one of the best memories of their trip," he stated.

Source: <https://www.hurriyet.com.tr/ekonomi/thy-dunyanin-en-iyileri-arasinda-41896292>, 25.05.2022.

### **The Most Reputable Insurance Brand, Anadolu Sigorta!**

Anadolu Sigorta, chosen as Turkey's most reputable brand in the insurance industry, received its award at the Turkey Reputation Index Award Ceremony organized by the Turkish Reputation Academy at Beykoz University. The most reputable brands of Turkey, determined as a result of the research carried out in cooperation with Beykoz University and Reputation Academy, received their awards at the Turkey Reputation Index Award Ceremony on Wednesday, April 27 at Beykoz University.

Source: <https://www.anadolusigorta.com.tr/medyada-biz/basin-bultenleri/turkiye-itibar-endeksi-odulleri-sahiplerini-buldu>, 25.05.2022.

### **TRT Radios celebrated its 95th anniversary!**

Continuing to announce the voice of Turkey to the world, based on the 95-year history of Turkish radio broadcasting, TRT celebrated the 6th of May Radio Day with a special concert. The "95th Anniversary Radio Days Concert" organized by TRT Radios was held at Istanbul Tepebaşı Studios. TRT Chairman of the Board Ahmet Albayrak and TRT General Manager Mehmet Zahid Sobacı as well as TRT management and many guests attended the concert.

Source: <https://www.haberler.com/guncel/trt-radyolari-kurulusunun-95-yilini-kutladi-14941492-haberi>, 25.05.2022.

Sector News Student Team :

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## News from Sector

### TRT Becomes a Competitor to Netflix!

He announced that TRT will build an “alternative international digital platform to Netflix” in 2023. TRT General Manager Prof. Dr. Mehmet Zahid Sobacı gave a speech on “Public Broadcasting in the Age of Disinformation” at Stratcom Youth: International Young Communicators Forum, which was jointly organized by the Presidency of Communications and the Ministry of Youth and Sports at the Foundation for Strengthening the Justice Organization Antalya Education and Social Facility. In his statement, he said that Turkey should have its own digital streaming platform. On the subject, he added that the preliminary preparation process has started and that TRT will build an international digital platform alternative to Netflix in 2023, establish a youth platform and continue to invest in movies and games.

Source : <https://www.pazarlamasyon.com/trt-netflix-e-rakip-oluyor>, 25.05.2022.

### International Media Symposium in Africa from Past to Present has started in Istanbul!

International Symposium on Media in Africa from the Past to the Present started in Istanbul with the participation of many local and foreign people. At the symposium, the press release history of the continent countries about the media in Africa, the state-media relationship, freedom of the press, print media, television, radio and cinema. The symposium, held in Istanbul on May 14-15, will continue with face-to-face sessions on the first day and online sessions on the second day.

Source: <https://www.haberler.com/guncel/uluslararasi-gecmisten-gunumuze-afrika-da-medya-14941542- haberi/>, 25.05.2022.

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## News from Sector

### When is StarLink coming to Turkey?

A sad update was made for Starlink, which was announced to be coming to Turkey in 2022 in the past months. SpaceX updated the Starlink map and pointed to 2023 for Turkey. In the written statement made by Starlink in the past months, while the effects of the chip crisis were mentioned, it was stated that Starlink kits would be delivered and used in 2022. Today, SpaceX updated the Starlink map and gave a new date for when the service will come to Turkey. The map, which was updated on Starlink's website and shows the places where the internet service is active, on the waiting list and in the near future, revealed that the start date of Starlink service in Turkey has been postponed. The information on the website when it comes to Turkey includes the information that the service will start to be provided in Turkey in 2023. Starlink, which can be used actively in 32 countries around the world today, has 250 thousand users according to the latest data. The satellite internet service offers internet speeds in the range of 100 – 130 Mbps, according to data released by Ookla on March 16, 2022. This speed is achieved with only more than 2,000 satellites sent so far, out of the 42,000 satellites the company plans to send.

**Starlink Service:** Starlink is a satellite constellation built by the American satellite company SpaceX to provide satellite internet access. The constellation will work with ground stations and will consist of thousands of small mass-produced satellites. For more information: <https://www.starlink.com/>

**Source:** <https://www.airturkhaber.com/haberler/spacex-ne-zaman-turkiyeyegeliyor>, 25.05.2022.

### The winners of Effie Turkey 2022 have been announced!

The winners of the Effie Turkey Advertising Event Awards, organized for the 14th time this year, have been announced. Applications were accepted in 44 categories The Turkish leg of the Effie Awards, which is considered the most challenging and prestigious competition in the world in the field of marketing and advertising activities, accepted applications in a total of 44 categories this year, 28 of which are sectoral and 16 are special. The categories with the highest applications are; Launch was Online / Offline Retail and Marketplace, Branded Content and Environmental and Social Benefit

**Source:** <https://www.pazarlamasyon.com/effie-turkiye-2022-ninkazananlari-belli-oldu/>, 25.05.2023.

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## News from Sector

### The most valuable company in the world is no longer Apple!

Apple, which has been at the top of the "world's most valuable brand" ranking for about 2 years, left the leadership throne to Saudi oil giant Aramco. Saudi oil giant Aramco's market value reached \$2.43 trillion on Wednesday, according to FactSet data. In the last twenty-four hours, the market value of Apple, whose share value has fallen by 5 percent in US transactions, has regressed to 2.37 trillion dollars. As a result of the developments, Apple, which has been at the top of the "world's most valuable company" for about 2 years, left the leadership seat to Saudi oil giant Aramco. Although the difference between the market values of the two companies does not seem very large, this may cause technology giant Apple to stay away from the leadership seat for a while.

Source: <https://www.pazarlamasyon.com/dunyanin-en-degerlisirketi-artik-apple-degil>, 25.05.2022.

### The 3rd Global Gastroeconomics Summit brought together the gastronomy and tourism sectors!

Organized by the Tourism, Restaurant Investors and Gastronomy Businesses Association (TURYID), the 3rd Global Gastroeconomics Summit was held with the presentations that steer the sector and the speeches of local and foreign participants. In the sessions on inspiring topics about the future of gastronomy, he made an in-depth evaluation of the world of gastronomy and exchanged views. While the leading names of the industry came together, the interest of the participants was great.

Source: <https://www.gastronomiturkey.com/haber/3-global-gastroekonomi-zirvesi-gastronomi-ve-turizm-sektorunu-bir-araya-getirdi-h15165>, 25.05.2023.

### Instagram has started testing NFTs!

Instagram is preparing to provide NFT support to its users. Instagram Head Adam Mosseri announced that it has started to be tested with selected people in the USA with NFT sharing. According to the announcement, those who have NFTs in the system, which started testing this week, will be able to participate with their own business with the NFTs they buy. Stating that NFTs are shared via feed or story, Mosseri explained that they are currently tested and given a certain number of access.

Source: <https://mediacat.com/instagram-nftleri-test-etmeye-basladi>, 25.05.2023.

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