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SAYGI, SEVGİ, ÖZLEM VE
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METAVERSE APPLICATIONS AS A NEW MEDIAN OF CHANGE IN MARKETING AND ADVERTISING IN THE DIGITAL UNIVERSE

ASST. PROF. IPEK SUCU

THE DEPARTMENT OF ADVERTISING

One of the most dynamic areas of today's world and one of the fastest affected by technological developments is digital marketing. Therefore, being the first to use updates and innovations can be said to be one of the indispensable elements that will make marketers and brands stand out. Therefore, we can say that the metaverse is an area that brands, marketers, and advertisers should get involved in as soon as possible. Metaverse is the combination of augmented reality, virtual reality, and the Internet of Things (IoT), all accessible through a single interface. Think of it as Google Earth meets Second Life meets Tinder. The Metaverse will transform how brands communicate with consumers, how marketers find new customers, how companies optimize marketing spend, and how advertising campaigns are created and executed across all channels.

We know how important it is for brands to understand consumers' expectations and personalize their experiences. At this point, it is obvious that the metaverse will have an important area in terms of personalization and providing better experiences. Metaverse refers to a virtual world that we are very familiar with from games and movies. Metaverse, also called the new generation of the Internet, appears as a technology with which we can be whoever we want outside of our universe, travel the world without leaving our home, and even make a virtual time travel.

They love creating, and the metaverse can be used to cater to these interests. We can say that the best example of this is the Gucci Garden experience provided by Roblox, in which Gucci celebrates its 100th anniversary under the creative directorship of Alessandro Michele. Here, an experience called the collector's room was offered, which allowed users to purchase a limited number of products in the virtual space. Moreover, the bag is not an NFT, meaning it is a digital asset that exists only in the Roblox universe. It has no value, usability, or transfer outside of the Roblox universe. Selling products to avatars will be a great business for brands. Many brands are already taking action for such collaborations. Gucci is one of them. Recently, at the Gucci Garden event in Roblox, an online game very suitable for the Metaverse universe, Gucci sold Gucci-branded products to players that they could use in the game. Similarly, the sneaker app Aglet has created the "sneakerverse," a Metaverse that combines sneakers, gaming, and shopping. Interestingly, the platform's virtual sneaker, the Aglet 1, has proven so popular among gamers that the company is now about to put it into production in real life.

Brands such as Warner Bros., Hyundai, and Gucci have created their virtual worlds; Coca-Cola, Anheuser-Busch, and Crockpot are dipping their toes into the Metaverse by selling their NFTs. Sephora, Nike, and HBO offer a futuristic experience to their users using Augmented Reality (AR) and Virtual Reality (VR) technologies. Marketing automation is the use of software and data to create personalized marketing campaigns across all channels. Marketing automation is used to create customer personas, analyze customer data, and then deliver personalized content across all customer touchpoints. Marketing automation is a marketing tool.

Metaverse advertisements, which see the new generation as the target audience, especially Generation Z, have begun to influence many sectors including health, entertainment, sports, and technology. The advertising industry also started to get its share without being affected by this. Metaverse, a digital and virtual universe, has the potential to explode the advertising industry. While brands that are not interested in Metaverse ads will disappear in the dizzying journey of technology, many new advertising areas will be resurrected thanks to Metaverse. Metaverse, which is defined as a digital universe where almost everything in the real world takes place and has become the most popular technology of recent times, has become more prevalent in daily life, and many brands have started to move their advertisements and experiential marketing efforts to this area. It is possible to say that Metaverse ads will become more widespread in the future and will be among the indispensable trends of brands in the marketing and advertising world.

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NFTS AND BRANDING:

How Non-Fungible Tokens are Reshaping Ad Campaigns?

RES. ASST. AYDAN ÜNLÜKAYA ÇEVİRİCİ
THE DEPARTMENT OF ADVERTISING

One of the most transformative innovations in recent years is the rise of Non-Fungible Tokens (NFTs) and their impact on brand strategies. NFTs are unique digital assets that are verified using blockchain technology. Any digital content like an image, video clip, GIF, game character, digital collectible, etc. can be an NFT. NFTs are used in various fields such as artworks, music, game content, digital collections, and other digital assets. An NFT gives the owner the original copy (or rights of some kind) of that asset, but it cannot be copied or modified by others. This makes them one-of-a-kind and, most importantly, uncopyable. This uniqueness creates numerous opportunities for brands to engage with their audiences in new and engaging ways.

By leveraging NFTs, brands can create unique and inimitable digital assets and increase their brand equity. In other words, brands are now using NFTs to create exclusive and limited-edition digital collections and link them to marketing campaigns. These tokens act as a bridge between the digital and physical worlds, offering consumers a tangible connection to their favorite brands. For example, a fashion brand could release an exclusive line of virtual clothing as NFTs, giving purchasers the right to showcase these items in virtual worlds and even wear them in immersive virtual reality experiences. Moreover, NFTs are reshaping the concept of ownership in the digital world. By associating their brands with these unique tokens, companies are signaling their commitment to authenticity and exclusivity. This strategy both encourages brand loyalty and creates a sense of community among consumers who own these special tokens. Furthermore, NFTs can serve as a form of self-expression and identity, allowing consumers to connect with brands that align with their values and aspirations.

The use of NFTs in branding extends beyond the fashion industry. For example, NFTs can be applied in the cosmetics industry to enhance the authenticity and exclusivity of brands. Furthermore, NFTs can be used to create immutable brands and immersive experiences in the metaverse, the virtual reality space. This opens up new possibilities for engaging with consumers in the digital environment.

The use of NFTs in advertising also provides an opportunity for brands to reward customer engagement. By offering NFTs as incentives for participation in marketing campaigns or loyalty programs, brands can build a deeper connection with their audiences and encourage long-term brand advocacy.

In summary, NFTs are revolutionizing the world of advertising, offering brands a new way to connect with their audiences through unique digital experiences. By leveraging this technology, forward-thinking companies are not only enhancing their brand image but also reshaping the way consumers interact with and perceive their favorite products and services.

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THE ROLE OF SOCIAL MARKETING IN COMBATING POVERTY

ASST. PROF. SEYRA KESTEL

THE DEPARTMENT OF ADVERTISING

The Concept of Social Marketing as a discipline in the literature has a history of over thirty years. Today, social marketing practices can be found in various sectors. Brands operating in many sectors such as health, education, information technology, commerce, and services have widely adopted social marketing practices. The areas in which organizations tend to focus on within the realm of social marketing also vary. In the face of global issues such as climate crisis, poverty, substance addiction, women's rights, children's rights, and animal rights, organizations turn to social marketing to create social awareness, implant a social idea in the community, and induce behavioral change.

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The ultimate goal of social marketing can be stated as building a better society by considering socio-economic interests in the long term instead of short-term profit. However, it is a well-known fact that the positive image gained by brands that successfully establish themselves in the consumer's mind through their social marketing activities also contributes to their corporate reputation as a whole. In this context, the social marketing activities carried out by brands can provide long-term contributions to corporate reputation.

One of the most prominent problems faced by many countries in the world today is the concept of "poverty." Factors such as wars, problems of scarcity parallel to the depletion of natural resources, countries' geopolitical positions, and bad governance are among the leading causes of poverty. Additionally, in the fight against poverty, many organizations such as global economic institutions, social assistance organizations, and foundations operate with social and economic aid.

Today, it is known that the gross domestic products of some private global companies are even greater than those of some countries. Philip Kotler and Nancy R. Lee, who suggest that the private sector can also play a role in reducing poverty, have expressed seven areas representing the strategies used by the private sector to contribute to local and global communities as follows (Kotler and Lee, 2009: 393):

1. Corporate philanthropy;
2. Community volunteering;
3. Socially responsible business practices;
4. Purpose incentives;
5. Cause-related marketing;
6. Corporate social marketing;
7. Developing and providing financially affordable products and services.

Companies can contribute to reducing poverty through various methods. Social marketing can not only help provide solutions to other problem areas in the world but can also be one of the solutions to preventing poverty or improving the material/physical well-being of those experiencing poverty. Additionally, it is known that many global brands conducting various social marketing activities have achieved success in areas that can be considered important from the perspective of reputation management, such as employee satisfaction, building brand loyalty, and increasing prestige.

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Advertising of the Future

BEYOND DIGITAL TRANSFORMATION

Assoc. Prof. Yelda ÜLKER
The Department of Advertising

Today, advertising is constantly evolving thanks to technological advances and changing consumer habits. Advertising, which started with simple advertisements through written and visual media throughout history, has experienced an important turning point, especially with the Industrial Revolution. During this period, media platforms such as newspapers, magazines, and posters were used to promote products and services, and advertisements were more text-based and descriptive. In the early 20th century, radio and then, television became important platforms for advertising. During this period, advertisements began to promote products more effectively using sound and images. With the widespread use of computers and the Internet, the digital transformation of advertising has accelerated. Digital advertising techniques such as banner ads, email marketing, and search engine optimization (SEO) have emerged. Additionally, the rise of social media has made advertising more personalized. Thus, advertisers have started to convey more original and effective messages to their target audiences by using social media platforms. In other words, advertising changes with technology and consumer expectations. Although traditional advertising methods are still effective, the new opportunities brought by the digital age encourage advertisers to be more creative, target-oriented, and data-oriented. In this context, it can be said that digital transformation is one of the factors that affects most advertising.

The rise of the Internet and social media offers advertisers new tools to deliver greater reach and more authentic messages to target audiences. Advertisers who go into detail about the characteristics of the target audience will focus especially on personalized ads and data analytics in the future. In other words, data obtained about consumers' online behavior and preferences provides advertisers with valuable information to better target their advertising campaigns. It can be said that this will help make ads less annoying and more meaningful. It seems that artificial intelligence will also significantly affect advertising in the future. In other words, artificial intelligence plays an important role in advertising processes such as big data analysis, targeting, and automation. With the ability to quickly process data, advertisers can better understand consumers' behavior and better target their campaigns. Additionally, artificial intelligence offers advertisers the opportunity to create and optimize ad texts, images, and video content in a more personalized way. This leads to more effective, eye-catching, and successful advertising campaigns. Advertising will continue in the future under the influence of new technologies and changing consumer behavior, so advertisers must constantly adapt to innovations and develop creative approaches.

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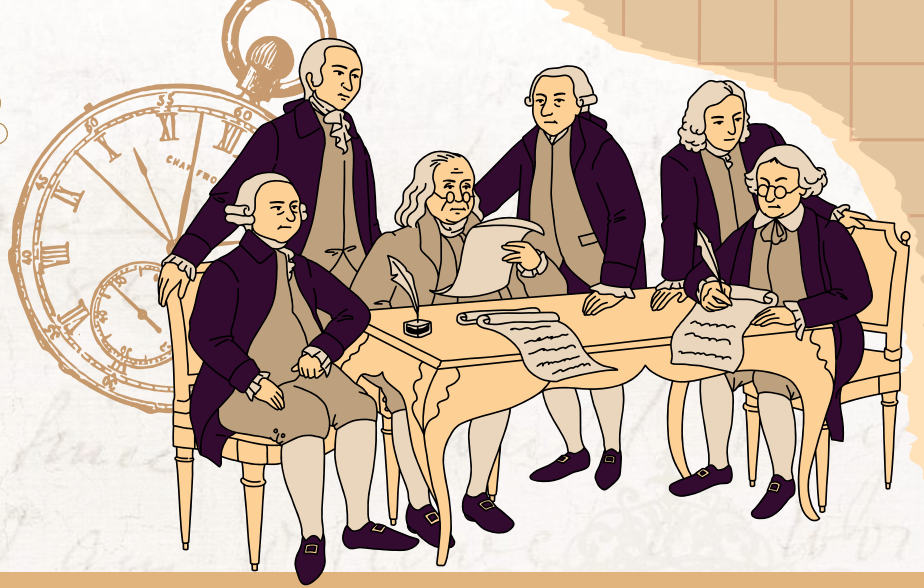
Categorising Literary Texts: Colonial, Anti-colonial, and Postcolonial

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

How should we categorise a literary text? Should a text be critically analysed from an ideological vantage point or from an aesthetic one? Should we condemn a text or a writer if the work's ideological circumstantiality makes itself apparent? Indeed, these questions need to be answered when categorising a work of literature as colonial, anti-colonial, or postcolonial. However, what if the text's ideological perspective incorporates elements from all of these ideological standpoints?

The concept of hybridity in relation to the categories of colonial, anti-colonial, and postcolonial can be observed in Joseph Conrad's *Heart of Darkness* and E. M. Forster's *A Passage to India*. Both of these works are mainly criticised for failing to go beyond the colonialist ideology and discourse. The problem with such criticism is that the critics such as Chinua Achebe criticise these works for not being able to go beyond the boundaries of imperialist ideology, but, ironically, they also fail to go beyond the traditional interpretation and categorisation of these works. To start with, in Conrad's *Heart of Darkness*, there are colonial, anti-colonial, and postcolonial aspects. In other words, *Heart of Darkness* is a hybrid text, featuring colonial, anti-colonial, and postcolonial ideologies at the same time. To illustrate, Marlow, for example, harshly criticises colonialism in the novel. Later on, however, he speaks on behalf of the imperialist ideology as if he praises it. These two examples from different parts of the novel display the hybridity of Conrad's work and show how dangerous and futile it is to attempt to categorise a text as colonial, anti-colonial, or postcolonial. A similar thing can be observed in Forster's *A Passage to India.* In one part of the novel, for example, the harsh criticism on imperialism can be observed when Hamidullah asks Fielding how England justifies its presence in India. Yet, in another part of the novel, the narrator makes a comparison between Italy and India in a way that he associates Italy with which is good and India with that which is bad.

This abovementioned hybridity of these two works makes it impossible for one to categorise these texts as colonial, anti-colonial, or postcolonial in a "clear-cut" sense, regardless of their ideological standpoint. Such texts are valuable and worth reading not because they only investigate their own ideological standpoint, but because they investigate two or more ideological standpoints at the same time.

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The Relationship Between Climate Change and Art

Asst. Prof. Özlem Tuğçe Keleş

The Department of Radio, Television and Cinema

When we evaluate the relationship between culture, art, and climate change, it becomes necessary to look at the definitions of the word "culture". According to Homby and Pomet, although it covers many meanings and contents, it has multi-layered meanings, such as "the documents and works of a certain nation or society's relationship in art, science, and intellectual development; agricultural works; agriculture; breeding of bees and silkworms" (Homby and Pomet, 1952:24).

In many different sources, culture is about common values and the production of these values from the first moment. In other words, sowing, reaping, cultivating, the influence of geography, and the influence of climate refer to the way that people and nature, united by a common denominator, build each other. For this reason, while language and belief come to the fore among many approaches defined as culture, the diversity of definitions brings us to the relationship with the soil and climate, hence eating habits, clothing, ways of consuming and storing, and art in every period. While culture is passed down from generation to generation in the form of a legacy, it also continues its transformation process to be enriched by today's conditions. Research on artworks, one of the most supporting columns of culture, has highlighted studies that emphasize the importance of climate change, especially in recent years. The main reason for this can be considered not only to attract attention in this direction but also to the fact that art is a legitimizing element, as well as having a more permanent effect on visual culture in the context of social memory.

Brazilian artist Nele Azevedo's use of 1000 melting man figures to draw attention to climate change attracted a lot of attention in 2009, and she actually demonstrated climate concern with the legitimizing power of art. The most effective form and carrier of understanding, explaining, and perhaps making sense of the changes that climate change will create and the effects it will have on societies will be art. At this point today, although the importance of climate change is combined with many actions and tried to be represented in a way that harms works of art and "works", art can only serve as the most accurate "tool" to explain climate change. The change in culture and the change in the form of consumption are factors that will fundamentally affect this diversity of art. Transforming recycled products into works of art as a part of sustainability and bequeathing them to future generations constitutes an important visual heritage regarding how today will be remembered. Therefore, as stated at the beginning, while cultural products carry the social, economic, and geographical characteristics of their period and the impact of climate change, they also carry the awareness of climate change at the point where the world is today. This carrier power of cultural products may enable more permanent awareness to emerge with the legitimizing power of art.

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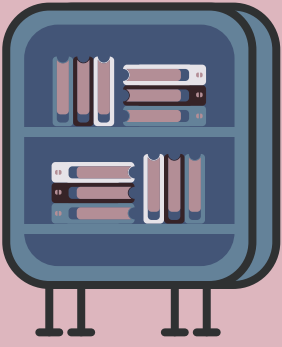
A DIFFICULT YEAR (UNE ANNÉE DIFFICILE)

A Difficult Year, the French film which was made in 2023, directed by Eric Toledano and Olivier Nakache, met with the audience for the first time in Turkey at Film Ekimi, which took place between 13-22 October. A Difficult Year, which includes names such as Pio Marmaï, Jonathan Cohen, Noémie Merlant, Mathieu Amalric, Luàna Bajrami, Grégoire Leprince-Ringuet, had its world premiere at the Toronto Film Festival within the scope of Special Screenings.

The film, which focuses on the climate crisis and consumption issues which are among the most current issues of our day, the main characters of the movie are Bruno, Albert and Cactus. Bruno, who has a very high loan debt, works at the airport and lives in the airport because his house was taken away from him. Bruno, whom we see stealing a television at the beginning of the film, saves the life of Albert, who attempted suicide at the house he went to sell the television. This situation they experience leads to the friendship of these two debtors and two unfortunate men whose lives are shattered because of their debts. This duo goes to a counselor to get their lives in order. While these consultancy processes are continuing, they come across a group of young environmental activists. Attracted by the free food and drinks offered by the group, the duo suddenly find themselves joining the ranks of this ecological movement. They begin to take part in all the actions of the group and even become one of the most prominent figures in the group and organize some of the actions.

The transformation of this duo, who evolved from a profile in debt due to their excessive consumption, to environmental activists, leads us to witness the funniest moments that can be watched in the cinema of 2023. In addition, the film was a film that made the audience laugh until tears came to their eyes in the hall where it was screened in Film Ekimi, and was applauded at the end of the film. The French comedy, which deals with these current issues and the environment-consumption conflict with humor, will be among the films of 2023 that should not be missed when it is released.

Ress. Asst. Ece DEMIRKAPU
The Department of Advertising

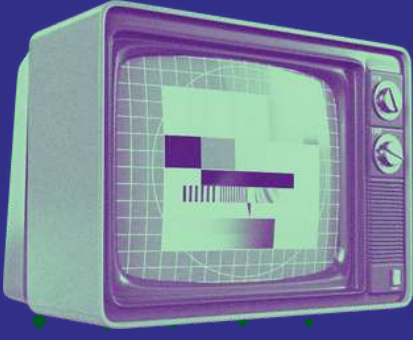Director: Olivier Nakache, Éric Toledano
Year: 2023
IMDb: 6.5
Duration: 118 minutes
Genre: Drama / Comedy

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ŞAHSİYET

Res. Asst. Zehra MAKAR
The Department of Business Administration
(English)

> "All my memories, my entire life, everything will be erased. What will become of me? What will happen to my personality?"

Sahsiyet, which met viewers through Puhu TV and was also broadcast on Show TV for a period, is a 2018 production series that combines mystery, suspense, horror, drama, and crime. The series, which has won numerous awards, is written by Hakan Gunday and directed by Onur Saylak. The cast of this series, which we must give credit to both the writer and the director, is also very strong. In every episode, we can't get enough of the outstanding performances of Haluk Bilginer, Cansu Dere, Metin Akdulger, Şebnem Bozoklu, and Huseyin Avni Danyal.

This series captivates its viewers with its plot, flow, and the messages it conveys. Therefore, we can say that this series is among the best Turkish series in Turkish TV history.

Everything in the script is so carefully thought out down to the smallest detail that when you connect the dots, you have no choice but to admire the writer's genius. Furthermore, the production quality is so high that you find yourself completely focused on the screen, not wanting to miss a single moment. Moreover, in the Turkish TV industry where nine out of ten series are built on the same plot, creating such a unique plot is a success in itself.
In short, if we talk about the content of the series, Sahsiyet addresses a real case of sexual abuse that occurred in Turkiye. Additionally, child brides are mentioned in the series. Thus, by using distressing situations and events that have occurred in Turkiye and have been featured in the news, the series attempts to convey certain messages to humanity. Therefore, Sahsiyet has gained recognition both in Turkiye and abroad, becoming a global series with many awards.

Unlike what is customary on Turkish television, the series has a relatively short number of episodes and a short duration, and you find yourself in a flow where you are on the edge of your seat, wondering what will happen next from the very first episode.

We believe that Sahsiyet set out with the goal of opening people's eyes with its societal references, and it presents both action-packed scenes and calm scenes. Therefore, we can say that Sahsiyet is a series with a moderate flow. If you want to focus on the realities of Turkiye, watch clever references to various topics, and encounter specific messages, you must definitely watch Sahsiyet.

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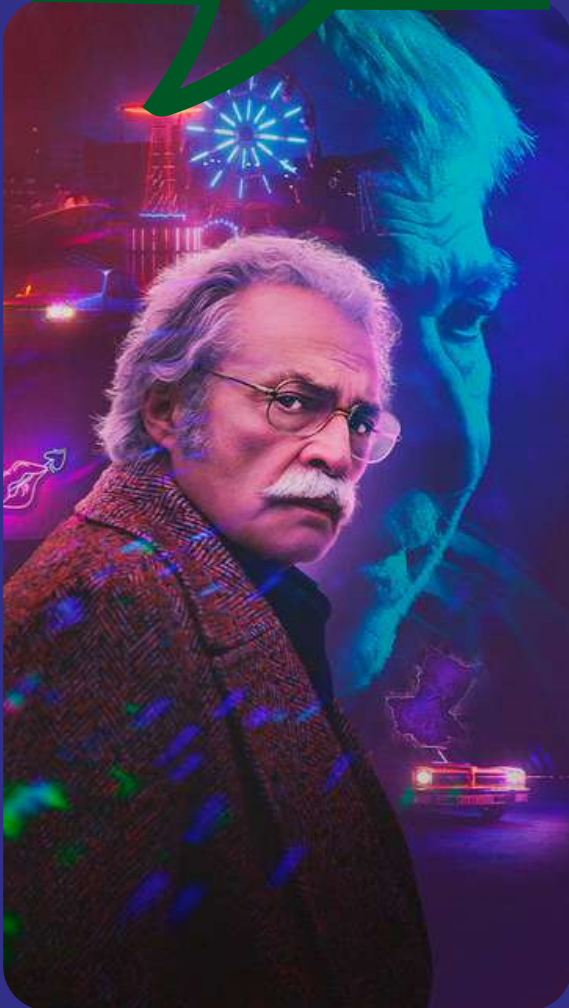
The Story of the Unknown Island — Jose Saramago

Prof.Dr. Huseyin DIKME

The Department of Advertising
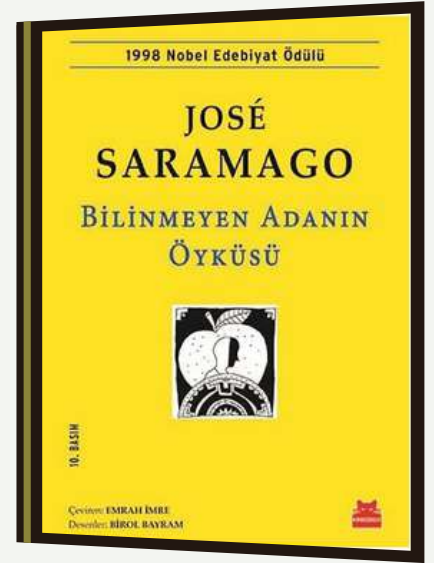
The Story of the Unknown Island is one of the shortest books in the long story genre by Nobel Prize winning author Jose Saramago, but it is a book that has such an impact that it will go down in literary history. The book was published in Portuguese for the first time in 1997 "O conto da Ilha Desconhecida". Today the book's Turkish version is published by Kırmızı Kedi Yayınları, translated into Portuguese by Emrah İmre and drawings by Birol Bayram. The book centers on the story of a man who had the courage to search for an unknown island at a time when it was believed that there were no unknown islands left, and a woman who believed that such courage could change her life. Describing a journey enriched with metaphors, the book offers its readers an adventure that can be read in one breath but has a long-lasting effect.

At the beginning of the book, a man who wants to find an unknown island goes to the king's wish door and asks for a boat. Since the servants do not open the door, it is up to the cleaning lady to open it. When the cleaning lady opens the door, the man asks her to call the king. However, the king is so busy at the gift gate where he accepts his gifts that he does not pay any attention to the man's call. Afterwards, upon the man's insistent waiting, the king sends his servant to the wish door, but the man states that he can only tell his wish to the king. When the man does not leave the door for days, the king is forced to come to the wish door to avoid unrest. The king asks what he wants and gets the answer: a boat. When he asks why, the man says he wants a boat to find the unknown island. The king does not want to give it up, saying that all the islands have already been found and there is no unknown island left. However, the man resists and eventually the king gives him the boat. He goes to the port of the country with a card given to him by the king. Meanwhile, the cleaning lady leaves the palace and follows him. The man goes to the harbormaster and buys a boat with the card given by the king. As soon as the harbor master shows the boat, the maid comes out from hiding, shouting with excitement. The man takes the woman on the boat as a cleaner and then goes to the boat to look for the crew. But he can't find anyone. When the man returned to the boat with something to eat, the servant woman had made the boat sparkling clean. They eat together and chat. When night comes and it is time to go to bed, one of them lays down his bed on the port side of the boat and the other on the starboard side and they fall asleep. However, they wake up together. Then, together, they write the name "Unknown Island" on the side of the boat with white paint. Towards noon, they sail towards the unknown island with the Unknown Island boat.

Res. Asst. TUĞÇE TOPÇU
The Department of Business Administration

Killers of the Flower Moon

"Killers of the Flower Moon" offers moviegoers a thrilling journey filled with suspense, history, and the darker aspects of human nature. Directed by Martin Scorsese, this film is based on David Grann's book of the same name and delves into a harrowing truth from American history.

Set in 1920s Oklahoma, the film explores the gruesome murders and conspiracies on the lands of the wealthy Osage Native Americans, known as the "Oil-Rich Indians." The Osage became incredibly affluent due to the oil reserves on their land, but this wealth drew dangerous and deadly attention. While recounting the oppression of the Osage Native Americans and their quest for justice, the film highlights how challenging and perilous the pursuit of justice can be. The efforts of federal agents investigating the persecution of the Osage create a suspenseful atmosphere that captivates the audience. Experienced actors such as Leonardo DiCaprio and Robert De Niro skillfully bring their characters to life, making the film even more compelling. Their performances provide the audience with a profound emotional experience. Martin Scorsese's directorial skills perfectly capture the film's atmosphere and the period's texture. "Killers of the Flower Moon" successfully immerses viewers in the atmosphere of 1920s Oklahoma and the societal structures of that era.

"Killers of the Flower Moon" sheds light on an important aspect of American history, while also being an attractive production for fans of suspense, drama, and history. This film's historical accuracy and character depth offer a thought-provoking experience to the audience. Based on David Grann's book, it masterfully combines history and suspense to deliver an unforgettable cinematic experience.

"Killers of the Flower Moon" stands out as a successful production in both telling a historical narrative and offering a compelling cinematic experience. By introducing viewers to this true story, it illuminates America's dark history and the complexity of human nature. This film is a must-see for movie enthusiasts.

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EUGENE IONESCO – RHINOCEROS

Res. Asst. Bilge Ipek

The Department of Radio, Television and Cinema

When it comes to absurd theatre, the first person that comes to mind, along with Samuel Beckett, is Romanian French playwright Eugene Ionesco. In the theater play called Rhinoceros, he tells, through a metaphor, how humanity has turned into an animal (rhinoceros) that takes pleasure in nothing but destroying everything in its path. The work, which was previously published in Turkish by Mitos Siz Publications under the name Rhinoceros, was published by Yapı Kredi Publications with the new translation of Ayberk Erkay, this time as Rhinoceros. In the note added at the beginning of the work, it is stated that Rhinocéros can be used in singular or plural, but the author prefers to use it in singular. It would not be wrong to think of this text, which reduces humanity to a singular rhinoceros metaphor, in parallel with Franz Kafka's The Metamorphosis, where transformation is explained in a more minor way, and to talk about an animal-human that spreads from the individual and the family to the whole society. In The Metamorphosis, Gregors Samsa wakes up one morning to find himself transformed into a giant insect. In Rhinoceros, society gradually turns into a rhinoceros, except for one person: Berenger. "I am the last human, and I will remain human until the end! I'm not surrendering!" The great wars of the 20th century left behind great crimes against humanity. While the historical narratives of progress and enlightenment have been shelved in the 21st century, attempts have been made to understand the psychology of this collapse through literary texts. For this reason, this play was generally read by critics as a satire against totalitarian regimes.

The Rhinoceros text consists of three acts. The narrative, which takes place in a small provincial city, opens with the ordinariness of daily life and the dialogues of two friends. The subject is generally Berenger's personality. Positioned beyond society by his friend Jean, Berenger is portrayed as a misfit. Berenger, who is in the other position at the beginning of the text, exists as a desire-breaking subject that resists transformation. The point where the text becomes absurd is that after the first rhino appears, this is perceived as a normal action. The point where the absurdity escalates is that after the sighting of a second rhinoceros, the issue discussed is the number of horns of the rhinoceros. In the second act, Berenger, who has witnessed the people closest to him turning into a rhinoceros, goes to Jean's house because he thinks he has hurt his friend. Transformation is now at hand. Berenger, who experiences his best friend Jean suffering from the desire to turn into a rhinoceros, witnesses the transformation himself. Jean, who desires to replace morality with the laws of nature, has now managed to kill his moral concerns for his transformation. With a self-manipulating sense of morality, the path to human-animal is gradually advanced. In a century where destruction, destruction and crushing have become commonplace, human-animals with sharp horns growing on their foreheads are now ready to crush and chew everything they come across.

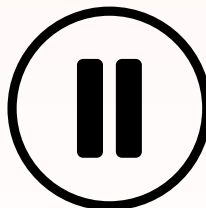SosyoCom

ACADEMIC PLAYLIST
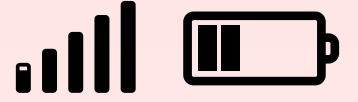
Res. Asst. Tuğçe Gül BABACAN
The Department of English Language and Literature

Mustafa Kemal Ataturk's Most Favorite Songs

10 November 1938 is a tragic day of great loss for the entire world and especially for the Turkish people. The loss of the Great Leader Mustafa Kemal Ataturk, the founder of the Republic of Turkiye, has made a tremendous impact in many countries. The passing away of such a successful and far-sighted leader was considered as the loss of a very valuable person.

For this sorrowful month, in order to commemorate the life of the Great Leader Mustafa Kemal Ataturk, we have prepared a list of songs that our esteemed leader loved. Our list of folk songs that our father, who spent his 57 years of life with countless achievements, enjoyed listening to and valued, will provide us with the opportunity to reconnect with that great character.

We commemorate Mustafa Kemal Ataturk with respect, gratitude and longing...

Yanık Ömer
Safiye Ayla

Kırmızı Gülün Alı Var
Müzeyyen Senar

Havada Bulut Yok
Müzeyyen Senar

Çökertme
Sahin Gültekin

Sarı Zeybek
Armağan Elçi

Mihrali Bey Ağıtı
Armağan Elçi

Ata Barı
Armağan Elçi

Mızıka Çalındı Düğün mü Sandın
Armağan Elçi

Alişimin Kaşları Kara
Safiye Ayla

Şahane Gözler
Müzeyyen Senar

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Assoc. Prof. Yelda ÜLKER
The Department of Advertising

THE SUBTLETIES OF CREATIVITY: HOW IDEAS ARE BORN IN THE WORLD OF ADVERTISING

Creativity is a critical factor affecting the success of advertising campaigns; It is frequently used for factors such as attracting attention, promoting the brand and providing an advantage over competitors. In other words, brands try to be creative in their advertising campaigns in order to attract the attention of the target audience, increase their memorability, and be original and attractive. Additionally, creative advertising campaigns can increase brand awareness by effectively reflecting the personality and values of brands. In other words, consumers tend to form an emotional bond with brands, and creative advertising helps strengthen this bond. When advertising contains creative elements to convey a message and make the target audience adopt a certain behavior, it delivers its message to the target audience more quickly and effectively. Advertisers who use creative elements help viewers remember the ad and increase the impact of the message. In addition, creative advertising campaigns are required to stand out in the world of brands and stay ahead of the competition. In other words, in a competitive market, a creative advertising campaign can differentiate a brand from others. Especially in today's digital world, creative advertisements tend to be shared more on social media and other sharing platforms. Thus, the advertisement can reach more people and convey its message. There are some creative idea tactics to make the advertisement creative. One way to come up with creative ideas is to apply a cross-thinking technique. This technique involves making new and extraordinary connections by taking inspiration from different disciplines or concepts. In other words, it is one of the cross-thinking techniques to find an unconventional approach to promoting a frequently used product. In addition, on the basis of creative ideas, answers are sought about the needs, wishes and problems of the target audience. Advertisers should conduct audience research to gain insight into what potential customers think, feel and act. This data plays a major role in the process of making advertising campaigns more suitable for the target audience and developing creative ideas. Brands that capture the consumer's insight can be very successful when they reflect this in their advertisements. Another important technique in the process of finding a creative idea is to develop an outside perspective. To help uncover fresh and innovative ideas, advertisers should seek outside opinions to evaluate their brands. In other words, communicating and collaborating with people with different perspectives enriches the creative process. Input from a creative team and outside feedback can help advertisers create more compelling campaigns.

As a result, finding creative ideas in the advertising world requires constantly being open to sources of inspiration, understanding the expectations of the target audience and applying various thinking techniques. A creative advertising campaign can contribute to communicating the brand in a memorable and effective way. In this context, it can be said that creativity in advertising is a critical factor that determines whether an advertising campaign is effective or not. A creative approach increases brands' ability to reach their target audience, attract attention and increase brand value. Since creativity is at the core of advertising, it has become a basic need for advertisers.

SosyoCom

Res. Asst. Çağlar KARAKURT
The Department of Aviation Management

OUR DNA AND HYPER-PERSONALIZED PRODUCTS

Personalization is the tailoring of a product or service to individuals or groups. Personalization efforts are reaching different dimensions as a result of the continuous increase in internet usage. Personalization is developed through the process of collecting data by accessing the web browsing history, web cookies and location information of groups and individuals. However, now more than ever, consumers want to have a personalized shopping experience. In other words, they want content, advertisements, chatbots or other interactions to be completely unique to them, rather than being presented in the same category with individuals similar to them. Under the leadership of businesses that are aware of this demand, it has become important to apply the concept of hyper-personalization rather than personalization. The number of brands that offer an individualized customer experience and use artificial intelligence, machine learning and predictive analytics to pull in real-time and behavioral data is on the rise. As a result, marketers can now process unique data, such as customers' psychographics and real-time interactions with the brand, to offer tailored product recommendations or discount codes.

Outside the traditional luxury goods market, other high-end consumer goods manufacturers, particularly in the nutrition, health and beauty sectors, are also aligning their marketing strategies with personalization (Rosenbaum et al., 2017). However, unlike luxury apparel and accessories manufacturers, which allow customers to specify certain design features as a personalization strategy, consumer goods manufacturers create personalized products based on customers' genetic makeup. Many consumer goods manufacturers, such as Habit (nutrition), Geneu (cosmetics) and Vitagene (vitamins), offer products that have been developed based on information derived from consumers' DNA. For example, Habit, one of these entrepreneurial brands, works on determining exactly what your body needs and creates personalized nutrition programs. Innovative luxury skincare brand Geneu offers skincare products tailored to your genes and lifestyle. Vitagene, a startup offering hyper-personalized health products and services, analyzes gene variants to determine which nutrients you need more or less of and which nutrients may be beneficial or harmful to you.

Hyper-personalized products, services and applications are more likely to be encountered in the luxury goods market, where consumers tend to be more personal and differentiated. We will have the chance to experience more about hyper-personalized products and how they will change the consumer goods market in the coming years.

NEW TRENDS IN ENTREPRENEURSHIP AND INNOVATION IN BRANDS

Asst. Prof. Ipek SUCU
The Department of Advertising

With innovation studies, brands try to develop a product or idea, add add-ons, or meet people's needs with our changing world and implement these goals in real life. It is aimed to contribute to society and the economy of the society through science and technology, and in line with this aim, contributing to the renewal and strengthening of society and economy is a priority.

With product innovation, it is aimed to produce a new product as well as to replace existing products with better, higher quality and superior features and to differentiate them and present them to the market. For example, in toothpaste advertisements, since it has been realized that toothpaste cannot be squeezed all the way to the end, toothpaste squeezers are being introduced to the market as a new product category as a new innovation.

With service innovation, it is aimed to offer an initiative directly or by developing it in order to benefit users or businesses and facilitate their work. For example, in the Getir application, innovation and entrepreneurship in the service category is supported by creating a global network that goes beyond the borders of Turkiye to New York. Similarly, in the BiTaksi application, entrepreneurship is demonstrated in the field of innovation by offering a new service to the target audience.

With process innovation, new studies are carried out in the field of entrepreneurship by carrying out studies on the application of a new technology or method in products or services that help brands remain competitive in the market, customer satisfaction and meeting customers' demands. For example, Ford brand vehicles have reduced production from 12 hours to 90 minutes with new innovation applications.

With market innovation, innovation efforts are focused on marketing strategies in order to increase market shares by acquiring new customers. For example, Yemek Sepeti and Netflix applications have appealed to many target audiences, allowing a large number of contents to be accessed on a single platform.

It ensures the formation of new marketing trends by appealing to a larger number of target audiences with new products and services through innovation studies developed in the direction of entrepreneurship in brands, and by mediating the rapid development of the production and marketing network in the field of products and services.

SosyoCom
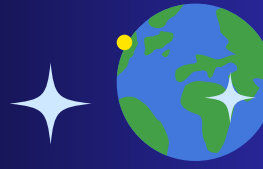
I CAN NOT LEAVE FROM YOUR PATH: ADVERTISEMENTS FOR THE 100TH ANNIVERSARY OF THE TURKISH REPUBLIC

Melike Meran
A 2nd Year Student from the Department of Advertising

A century has passed from October 29, 1923, to October 29, 2023. That day the greatest revolution in our history took place. Its name was "Republic of Turkiye". The founder of our country, our great leader Mustafa Kemal Atatürk, went beyond being a national leader and was accepted as an inspiring leader respected by many countries. Therefore, October 29, 2023, the 100th anniversary of the republic that Atatürk entrusted to the Turkish people, was a day when many brands produced advertising campaigns along with huge celebrations. One of the brands that implemented this best and made a splash in its 100th year was Akbank. Since the theme of the commercial was the 100th anniversary of the Republic, Atatürk, the Turkish flag, and the revolutions were included in the commercial. The colors reflect the 100th anniversary and the Turkish flag. Akbank's advertisement, inspired by our flag, is therefore dominated by red and white colors. Additionally, the color black was used to establish a connection between the past and the present. After themes and colors, background music is one of the most important elements used in advertising to create emotional appeal. Background music should be eye-catching and appropriate to the theme. In this context, Akbank chose the song "Gönül İster" by the Duman group as the background music and won the appreciation of the audience with its choice. In the introduction part of the advertisement, Atatürk was referred to with the words "I can't stay apart, I can't leave your path" in the song. On the one hand, the heart rhythm sound, which Akbank generally uses in its advertisements and is now identified with the brand, can be heard in the background.

Another striking feature of the advertisement is that the screen is divided into two, half of which consists of Atatürk's videos, and the other half consists of everyone from 7 to 70 doing every action by watching Atatürk. What is meant by this is "We are following you at every moment in every action we take, we are on your path with the hopes you have entrusted to us." Atatürk videos are shown in black and white for the period, while today's videos are shown in color scenes. From the first scene to the last scene, it is seen that Atatürk attaches importance to children, women, youth, farmers, educators, artists, and every person who develops projects. Children appear in education-themed scenes. There are mostly girls. At the same time, women are at the forefront of business life scenes. The reason for this is that Atatürk gave importance to women's right to education and right to work. The scenes featuring young people include moments when they travel, work, and feel comfortable. What is wanted to be said on the stage of farmers, educators, artists, and project developers is to support everyone who works hard and follows in Atatürk's footsteps. Here, the brand wanted to say to its target audience, "I am one of you and I am with you." In this respect, it aims to provide brand loyalty to its audience. After today's merging, Atatürk's photographs were projected on the screen. In the last parts of the advertisement, the expressions "As long as this heart beats, we will not leave the path of the Republic", "Akbank stands by the dreams of this country", "In the footsteps of the Republic, many happy 100th years...", the Turkish flag and a symbolic bank branch are shown. Akbank's logo is closed with one half in black and the other half in colour.

When we look at the cinematography of the advertisement, the advertisement generally consists of close-up scenes. In terms of plan, the waist plan is the majority. The advertisement consists of 1 minute and 21 seconds. The ad layout consists of a 46-second introduction, a 19-second development, and a 15-second conclusion. The videos speed up in the part where the song gets louder. This was also implemented in the development part. The conclusion part of the advertisement expresses the brand's opinion on this issue. The advertisement also made a name for itself on social media with the hashtag #AyrilamamYolundan. The brand received appreciation from the audience with this advertisement.

We commemorate our great leader Atatürk and all his comrades with respect and gratitude. Happy 100th anniversary of our Republic.

On Digital Loneliness

Res. Asst. Meryem SARIKÖSE
The Department of Sociology

"Is loneliness the worst or the best thing that can happen to a person? According to Fournier (2021, p.103), who investigates his own loneliness, the answer to this question depends on who is with you. He defines loneliness as the price of his freedom and ultimately laments, 'If only I hadn't gotten old and ugly and I wasn't so lonely...'

On the other hand, Fournier's inquiry aligns with existing categories of loneliness definitions in the literature. The definitions of loneliness are divided into emotional-physical loneliness, positive-negative, and voluntary-involuntary loneliness. Fournier addresses how being with someone changes the form of loneliness, pointing to emotional, involuntary, and negative loneliness.

However, loneliness is not just a physical state of being alone; it's also an emotional distance—a painful experience resulting from insufficient or dysfunctional bonds with others (Svendsen, 2018, p.39). Looking at the definition from another perspective, we can't help but ask: Do we not experience pain when we are not alone, when we are together with others, due to this togetherness?

At this point, Arthur Schopenhauer's hedgehog dilemma is worth mentioning. It's a famous dilemma where hedgehogs, shivering from the cold, huddle together to warm up, yet as they get closer, their spines prick each other. Svendsen's definition goes in the opposite direction, suggesting that sometimes we suffer even without getting close. What has changed from the time when Schopenhauer constructed the metaphor to the period when Svendsen wrote his narrative? Or, another question arises: how did we come to suffer both from loneliness and from the intimacies we have established?

At this point, it becomes possible to say that the outcomes of loneliness, on the one hand, are armed with roles that save from chaos, and on the other hand, it turns into something that needs to be escaped. This ambivalent value attributed to loneliness is subject to temporal and spatial separation. However, today's digitized society has introduced a new concept: Digital loneliness. While the digital world facilitates socialization, it also implies the relinquishment of socialization through the environment it imprisons.

In fact, despite the majority of studies indicating a positive correlation between digitalization and loneliness, it is necessary to return to Fournier's characterization of 'it depends on who is with you.' Digital loneliness depends on how and with whom you exist in the digital world. Attributing a positive or negative value to this loneliness also depends on the individual's experience during socialization."

Relationships in the Digital Age

RES. ASST. SİMAY YILMAZ
THE DEPARTMENT OF PSYCHOLOGY (ENGLISH)

Today, social media allows people to live and make connections online. While social media enables us to communicate with people more easily, it also has the power to affect our mental health and relationships greatly. Social media has adverse effects such as decreasing the time spent in relationships, jealousy, superficial bonding, conflict due to disagreements, or making comparisons with people we see on social media. There are steps we can take to keep our relationships strong and put social media in a better place in our lives. If you think social media is negatively affecting your daily life or relationships, there are some changes you can make:

-You can set relationship limits regarding the time you spend on social media with your partner. For example, you can set common boundaries in your relationship with your partner, such as not engaging with social media after 9 p.m. and spending quality time together.

-Even though everyone has a busy life, it is up to you to create quality time in your relationship. You can plan an activity with your partner. If social media and phones are excluded from these plans, you can have a pleasant time together without distraction.

-With social media becoming a big part of our lives, many couples can experience betrayal through social media. You can be honest about who you connect with on your social media, even if you think your partner won't like it.

-The role of social media in your life or what is good or bad for you may cause disagreements with your partner. Even if you disagree with your partner, you can try to understand them by listening to them. By taking into account your and your partner's perspectives, you can find common ground.

-When you feel that social media is negatively affecting your mental health and relationships, you can try to stay away from social media applications, which we can also describe as social media detox. Spending too much time on social media can disrupt what you need to do in your daily life or the time you spend with your partner. In such cases, stepping away from social media even for a while may be good for you and your relationship.

So, what awaits us 5 or 10 years from now in terms of relationships in the digital age?

Will people's profiles still be swiped left or right when browsing social media in the future, or is there a better way to get to know your potential partner? Metaverse technology is increasingly developing and, together with virtual reality, seems to change the course of future relationships. In a virtual reality environment, instead of examining the social media profile of the other person, you can go up to them and talk with them in a virtual environment. Although this may seem like a very superficial or artificial relationship for some of us, it can be evaluated at an easier and more accessible point for most. You can also take a look at the movie "Start: Ready Player One" to imagine what our relationships might be like in the metaverse and virtual reality.

In Metaverse, you can meet people by entering the virtual world from anywhere you want. For some people, the relationships they form in virtual reality can be as meaningful and deep as those in the real world. Relationships established in the Metaverse will have advantages as well as disadvantages. For example, you may not know whether the person you meet in virtual reality is who they says they are. S/he may be using a fake name or avatar. This can make it difficult to trust the person you love. Additionally, falling in love in the metaverse can also allow you to make the kinds of connections you can't make in the real world. It should not be forgotten that as the metaverse continues to develop, romantic relationships established in the virtual world can be as meaningful and deep as those in the real world.

RES. ASST. EMRE ERGEN
THE DEPARTMENT OF
PUBLIC RELATIONS AND
PUBLICITY
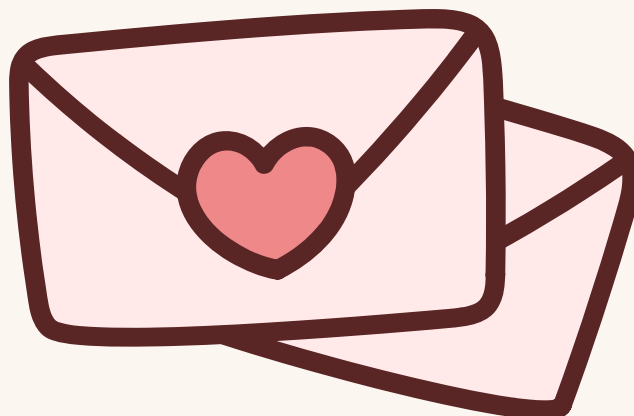
Cultivating Equity: The Imperative of Environmental Justice in Modern Society

In today's society, the concept of environmental justice is becoming increasingly important. This concept aims to ensure that environmental benefits and burdens are distributed fairly and that all individuals are equally protected from environmental hazards and pollution. Everyone should have access to a healthy environment, regardless of race, socioeconomic status or other demographic factors (Carruthers, 2008).

Research shows that communities with low socioeconomic status and minority populations are more exposed to environmental hazards and pollution (Carruthers, 2008). These communities often lack the resources to address these problems and therefore environmental injustices are exacerbated. Environmental justice aims to address these inequalities and advocates for equal access for all to clean air, water and a healthy environment.

Environmental justice is a concept that spans many different disciplines. There are studies showing the need for corporate governance practices that promote sustainable development and consider the environmental impacts of business activities (Boeva et al., 2017). The role of social media in shaping the environmental justice agenda has also been examined, emphasizing the influence of network agenda setting and social media users on public discourse (Tahamtan et al., 2022).

Promoting environmental justice involves advocacy, policy changes, community organizing and public awareness campaigns. It requires the collaboration of various stakeholders such as government agencies, non-profit organizations, community groups and academic institutions. By tackling environmental injustices, society can contribute to a more sustainable and just future for all.

Femvertising:

Gender Equality through the Language of Advertising
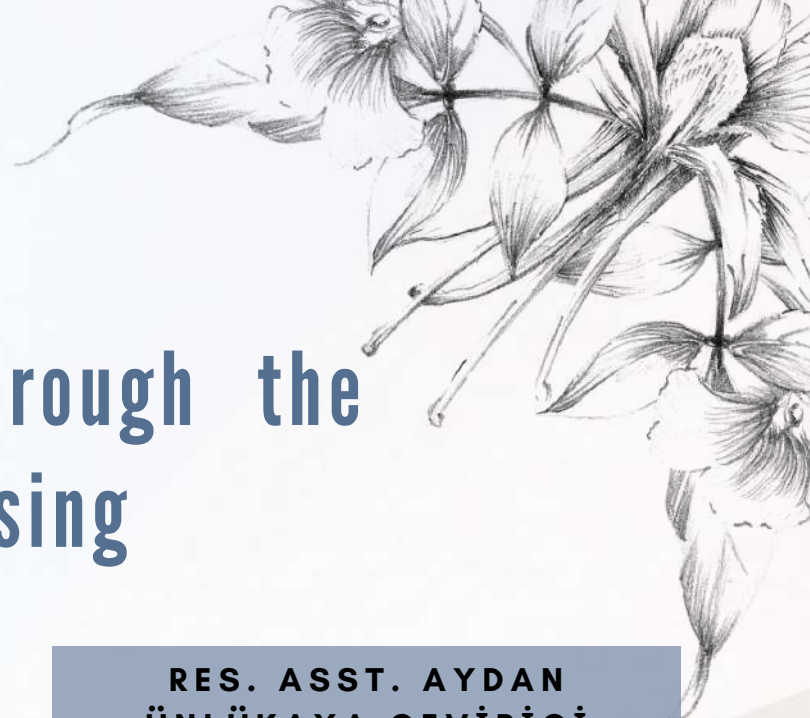
RES. ASST. AYDAN ÜNLÜKAYA ÇEVİRİCİ

THE DEPARTMENT OF ADVERTISING

In recent years, the passive and subordinate position of women in advertisements has been transformed into the representation of strong and active women as a result of critical feminist studies. In femvertising studies conducted in this direction, women are represented as strong, successful, free, etc. Femvertising is defined as advertising that uses female-specific skills, messages and images to empower women. The term, which has gained popularity in recent years, is a combination of the French word for femme (woman) and the English word for advertising and refers to a marketing approach that aims to empower women. In this context, it goes beyond mere product promotion and encourages questioning traditional gender stereotypes. Femvertising campaigns challenge traditional female advertising stereotypes and aim to create a positive impact on the target audience. These campaigns often include a social stance and promote feminist values.

One of the basic principles of femvertising campaigns is to portray women as multifaceted individuals with a variety of abilities, strengths and preferences. This approach recognises that women are not a single monolithic group. By presenting different female voices and perspectives, femvertising sends a powerful message: every woman's story is valid and deserves to be represented.

Femvertising often addresses social issues and advocates for positive changes. Advertising campaigns emphasize issues such as body positivity, equal pay, mental health and female empowerment. By embracing these important topics, brands not only build a deeper connection with their target audience, but also contribute to societal issues around gender equality.

The first example that comes to mind from femvertising campaigns belongs to the Dove brand. With its "Real Beauty" campaign, Dove challenges traditional beauty standards, embracing all body types and skin types and emphasizing that true beauty is beyond them. Always launched a campaign called "#LikeAGirl" to challenge the often negative use of the phrase "Like a Girl" and transform it to emphasize the strengths and talents of young girls. In another example, Ariel India, with its "#ShareTheLoad" campaign, questioned gender roles and aimed to promote gender equality by emphasizing that household chores should be equally distributed.

When we see equal, we share equal.

Research has shown that femvertising campaigns can play an important role in creating an emotional bond towards the brand. It has been found to be an effective tool to strengthen brand image and increase mutual loyalty between consumers and the brand. However, consumers' reactions to femvertising campaigns may vary. While some consumers appreciate the message of empowerment, others perceive the campaigns as lacking authenticity or perpetuating sexist stereotypes. Critics argue that femvertising campaigns can sometimes create the perception that for-profit companies exploit feminist ideals for profit. Accordingly, it is important for brands to demonstrate a genuine commitment to gender equality in their advertising and internal policies and practices.

Femvertising has also been analyzed in the context of corporate social responsibility. Some argue that femvertising campaigns can be seen as a form of "femwashing", where companies promote gender equality in their advertising without making significant changes to their own organizations. This raises questions about the authenticity of femvertising campaigns and their impact on consumers' attitudes and purchase intentions.

Femvertising has also been analyzed from a psychological perspective. Studies have investigated the effects of femvertising campaigns on consumer attitudes and perceptions. In this context, it has been found that femvertising campaigns can challenge traditional gender roles and stereotypes and lead to more positive attitudes towards gender equality. However, it is important to consider the context in which femvertising campaigns are presented. For example, some research has shown that femvertising campaigns in the context of fast fashion can be seen as "pseudo-feminist" and do not really promote feminist values.

In conclusion, in a world where the portrayal of women in media and advertising has a significant impact on perceptions and self-esteem, femvertising is emerging as a powerful tool for positive change. By amplifying women's voices and advocating for diversity, femvertising enables a more inclusive and empowering representation of women in marketing. However, it is crucial for brands to demonstrate a genuine commitment to gender equality.

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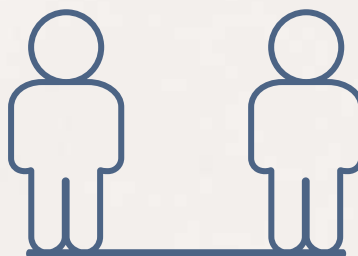
Time to Socialize

Res. Asst. Zehra MAKAR
The Department of
Business Administration

BEYLERBEYİ PALACE

Beylerbeyi Palace, located in the most beautiful spot on the Bosphorus in Istanbul, is one of the must-visit attractions on your Istanbul itinerary, with its magnificent European Baroque-style architecture, oriental texture, and exhibition halls that mesmerize visitors.

The location of the palace is a historical site, and its use as a settlement area dates back to the Byzantine era. In this region, during the Byzantine period, there was a grove known as the Istavroz Gardens. It is said that the name Istavroz (Stavroz) was given to this area in the Byzantine period because of the large cross erected by Emperor Constantine II. Eremya Çelebi Kömürcüyan mentioned that in the 17th century, a church and a holy spring from the Byzantine era were still standing in this area.

The first Ottoman-era structure in this area is the palace of Gevher Sultan, the daughter of Sultan Selim II. Sultan Murad IV was born in this palace. Later, in the 17th century, Şevkabad Kasrı was built by Sultan Ahmed I in this area, and during the reign of Sultan Ahmed III, the Ferahabad Yali was built, and Sultan Mahmud I built the Ferahfeza Kasrı for his mother. This area was also used as the private gardens of the sultans. In the reign of Sultan Mustafa III, the buildings in this area were demolished, and the land was sold to the public. Sultan Mahmud II later reclaimed the sold lands and built a wooden palace here in 1829.

After visiting the palace, you can sit in the cafes in the garden with a beautiful sea view and enjoy tea or coffee. You can also take photographs as you wish with the unique Bosphorus view from the garden.
The palace can be visited from 09:00 to 18:00, except on Mondays.
The 2023 entrance fees are as follows:
- Full ticket: 45 TL
- Discounted ticket: 20 TL
- Foreign visitors: 130 TL
- Garden ticket: 10 TL
- You can visit the palace for free with the Museum Pass (Müze Kart).

If you want to relax with the scent of the sea and explore historical structures, you should definitely add Beylerbeyi Palace to your Üsküdar itinerary.
Enjoy your visit!

SosyoCom

Events in İstanbul

Res. Asst.
Kartal Doğukan ÇIKI
The Department of
Tourism Guidance

Date 17 December 2023
Time: 19.30
Place: Zorlu PSM -Turkcell Stage

Amadeus Theatre is a theater play written by Peter Shaffer that dramatizes the life and career of the famous composer Wolfgang Amadeus Mozart. Premiered in London in 1979, the play is based on Mozart's musical genius and the jealousy of his rival, the Italian composer Antonio Salieri. The play explores Mozart's creativity and Salieri's complex feelings of both admiration and hatred for him. Shaffer's powerful text and the richness of its characters have made Amadeus an unforgettable work in the theater world. This play takes the audience on both an emotional and intellectual journey by dealing with the theme of music and jealousy in an impressive way. If you ask us, it would be a good idea to secure your tickets in advance.

ÇOLPAN İLHAN & SADRİ ALIŞIK TİYATROSU
ve PIU ENTERTAINMENT SUNAR

AMADEUS

SosyoCom

Istanbul is hosting interesting events in December. We have compiled some of them for you.

Res. Asst. Asel ATAOĞLU
The Department of Business Administration (English)

December in Istanbul

Type of Event	Name of Event	Location	Date
Concert	KÖFN	Taksim Dorock XL	3 December, Sunday
Theatre	Celile	Trump Tower	6 December Wednesday
Stand-Up	Size Anlatacaklarım Var	Cevahir Sahne	7 December, Thursday
Theatre	Paraya Hayır	Hilltown Seyirlik Sahne	13 December, Wednesday
Concert	Sena Şener	Dorock XL	15 December Friday
Stand Up	Sergen Deveci	Watergarden Performans	22 December Friday

SosyoCom
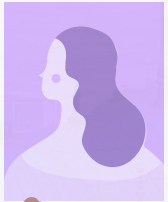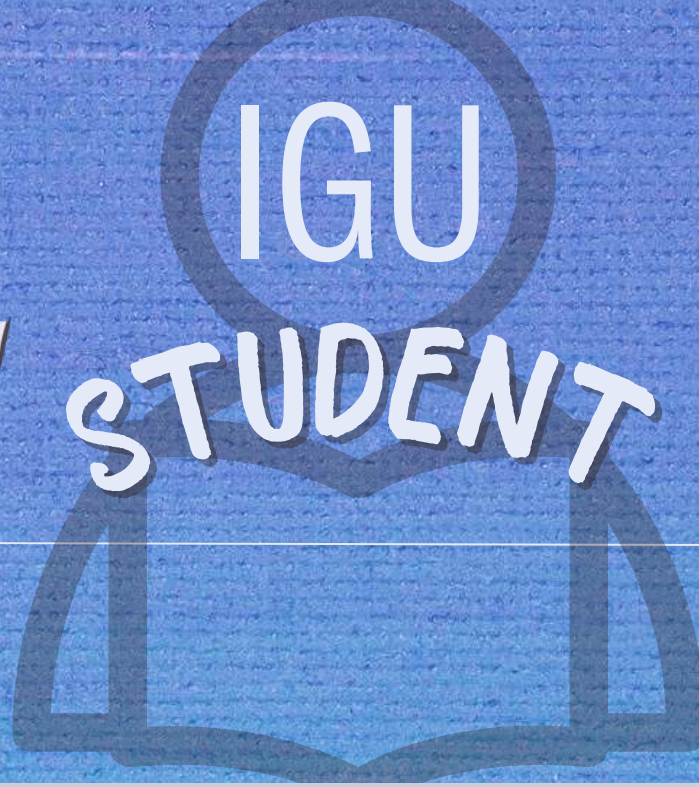
HISTORICAL EVOLUTION OF ADVERTISING AND ADVERTISING TODAY

NEVİN METİN
A 1st Yeat Student from the Department of Advertising

From past to present, advertising has changed and developed according to many factors, especially technological factors. Today, with the advancements of technology, advertising can be done through more channels than ever before and can be accessed by people from all over the world. In this context, the global village, a concept associated with Canadian writer Marshall McLuhan, is the best summary of our time. As McLuhan mentioned in his book "The Gutenberg Galaxy: The Making of Typographic Man" published in 1962, he stated that the world would be like a small community, especially with the spread of electronic communication.

McLuhan divided human history into four important periods. The transition from one of these periods to another is due to the fact that the communication tools that come with the development of technology cause great changes in society. These 4 periods are;

1. Tribal Age: The invention that will change the tribal age is the phonetic alphabet and auditory.
2. Age of Literature: With the invention of the alphabet, the age of literature began. This period has been a great change for people. It is an audio and visual age.
3. Printing Age: The Literary Age disappeared with the emergence of printing technology. With the transition to the printed age after Gutenberg's invention, visual dependence increased.
4. Electronic Age (The age we are in): According to McLuhan, with the invention of the telegraph, people have undergone a great change and moved into the "electronic age".

From past to present, there have been too many developments in the digital field to prove McLuhan wrong. Thanks to the impact of this development, we can all witness an event happening at one end of the world from the other end. In other words, we no longer live our lives two streets away, but in the current world we are aware of.

SosyoCom

In this global village we live in, advertising takes up more space in our lives than thought. As we become more global, the window through which we look at life widens, our access to a product becomes easier, and distances become shorter. Advertisements manage all our choices, from the basic needs we use to the destination we go to when we step out on the street, and we unknowingly find ourselves in a place we never thought of going into. These advertisements are no longer just television commercials and promotional posters. Advertisements, like literally our entire lives, have moved to digital. When we want to go out and have a coffee, we search for nearby coffee shops on Google and choose the one that is best advertised.

Likewise, with the introduction of online shopping into our lives, a new advertising flow began on social media. Rather than television advertisements, people are exposed to advertisements through applications such as YouTube, Instagram and Spotify, and instant interaction with the promoted product is achieved through a link. As a result, the consumer makes his purchase quickly and precisely.

With all this, the place of advertising in our lives is not just digital. Even though most of them are currently integrated with the digital world, we are actually consumers from the moment we step outside and the world is a huge commercial. For example, let's take a store. Every detail we are exposed to, from the preferred colors to the way the products are placed, has been considered for the sole purpose of marketing the product. In addition, the presentation of a manufactured product creates an advertising chain. For example, if the presentation of the food served in a restaurant enables the consumer to take a photo and share it, another consumer who sees that post will definitely come and request the same presentation and share it. An advertising chain will form from one post to another, and the restaurant will be able to build its customer base, albeit on a small scale, through a single plate.

In summary, advertising has been a marketing communication tool from past to present, appearing both in traditional media (television, newspapers, magazines, etc.) and, with the advancement of technology, in digital media (web pages, social media, etc.). Each new technology is added to the previous ones and opens a new channel for advertising. Even though the advertisements we encounter in every aspect of our lives have changed, they have not destroyed the ones before them, they have all grown by being integrated with each other. Advertising, which grows and transforms with technology, will continue to maintain its importance in the marketing communication mix in the future.

IGU GRADUATE

Aslı Songül ÖZBAY

A Graduate of the Department of Advertising Design and Communication

AN ADVERTISER'S CAREER JOURNEY THAT BEGINS WITH PASSION AND CONTINUES WITH CREATIVITY

Hello, I am Asli. I graduated from the Department of Advertising Design and Communication with Honors in 2023. My college years helped me realize the importance of being open to real-world experiences, not just lecture notes. Thanks to my high GPA, I was entitled to do a double major in the New Media and Communications department. I was not limited to my courses at school, but also improved my skills with various certified training, events and work experiences.

As the Founding President of the Advertising Club, I organized many events, interviews with experts in the field and the first exhibition of our department. Feeling the support of my department professors during this process enabled me to move forward with even more confident steps. As a Peer Mentor, I had the pride of leading communication field students and making a difference by providing education and career consultancy. By working as Peer Mentoring and Club President, I had the chance to organize various events and organizations and improve myself in many areas such as team and crisis management, teamwork, presenting, leadership and networking. My communication with experts from many sectors and my department professors improved my vision.

During my university life, I took part in many trainings and projects such as Corporate Communication and Brand School, Erasmus Project Workshop, Sustainable Leadership and Project Management. In our senior year, we put our theoretical knowledge into practice with commercial shootings. These experiences made me feel once again that I had made the right career choice and reinforced my passion for advertising.

Advertising is more than just the department I graduated from, it is a passion. I currently use my knowledge and experience in this field as a Project Director in a digital media and advertising agency. Advertising does not only mean promoting products, but also influencing people, activating them and contributing to social values. Advertising is an exciting field that prioritizes creativity. Success in this field depends on being open to continuous learning and innovation.

My suggestion to you is to continue to improve yourself in the field you are passionate about, be open to learning from the people around you and take advantage of every opportunity. Being observant, creative and determined will bring success in the field of advertising.

I hope my journey, which started with my choice of advertising, inspires you. I wish you an education and career full of success, passion and development!
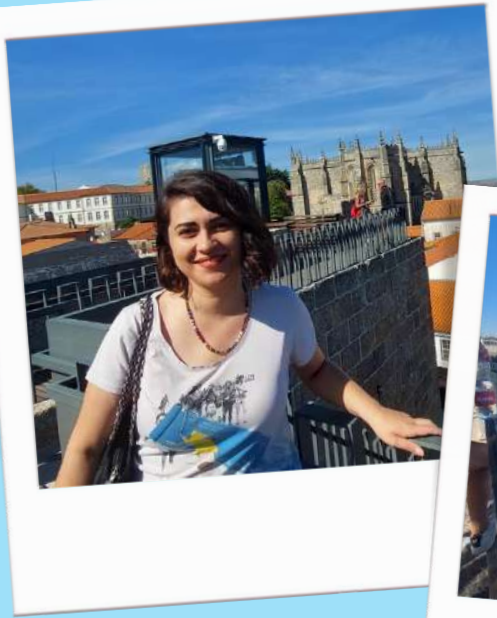
Res. Asst. Ece DEMİRKAPU
The Department of Advertising

I carried out my Erasmus Mobility in Portugal, covering the last week of September and the first week of October. I experienced this mobility, which lasted a total of 17 days, at Politecnico da Guarda University in Guarda, Portugal. First of all, I must say that we were welcomed very warmly at the school, especially by the Erasmus Office Staff of the school. Thank you so much to each of them for making this experience even better. During the first week of my days at Guarda, I participated in a program called International Staff Week, which was organized for the first time. Many activities were held during this week, from Portuguese lessons to trips to Guarda castle, museum and cathedral. During our visit to the Faculty of Tourism in the city of Seia, eating the meals prepared for us by the students of the Department of Gastronomy and trekking in the Serra de Estrela, the highest point in Portugal, were wonderful experiences. During Staff Week, they hosted us with a very thoughtful organization by constantly serving us delicious meals and taking us to beautiful restaurants.

During my time outside Guarda, I had the opportunity to visit the cities of Lisbon and Porto in Portugal and Madrid and Barcelona in Spain. Although I love them all, I must say that Lisbon in Portugal and Madrid in Spain are my personal favorites. I can say that Lisbon, especially the city of Saramago and Pessoa, has immediately gained a place for itself among the cities I have seen in Europe so far. In Lisbon, especially the San Pedro de Alcântara observation deck was one of my favorite spots in the city. Besides all this, I must say that I love both Spanish and Portuguese cuisine, especially seafood, which is prepared very well. I believe that seafood must be tried when you visit both countries.

What I visited, what I saw, what I ate, what I drank and much more during this Erasmus Staff Mobility, which I held for the first time, were wonderful. In addition, I had the opportunity to meet many colleagues and Erasmus coordinators from different universities. I recommend Erasmus to everyone as it adds a lot both culturally and professionally. It is undoubtedly one of the experiences that must be experienced in life.

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RES. ASST. DİLEK KIZILIRMAK
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AND COMMUNICATION
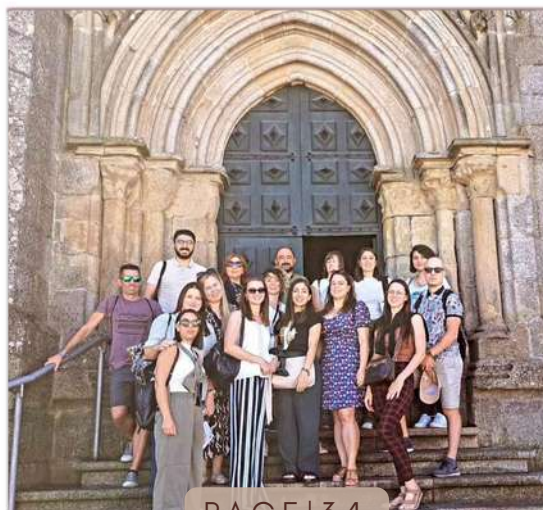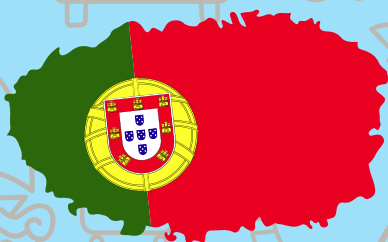
A Taste Like Carnival: Waffle

Waffle is a pastry that dates back to the Middle Ages, with various versions found in different cultures worldwide, often preferred for breakfast or as a snack. Its origins trace back to medieval Europe and became widespread in French and Belgian cuisines in the 18th century, gaining significant popularity in America in the 19th century. Brussels, Belgium, is particularly renowned for its waffles, specifically the Brussels waffle, characterized by its lighter, crispier texture and larger squares. The international recognition of waffles increased after the presentation of the Belgian waffle at the 1964 New York World's Fair.

This delectable treat, cooked in a special waffle maker, is recognized for its characteristic grid-patterned surface and crispy outer shell. The waffle batter typically includes basic ingredients such as flour, sugar, milk, eggs, and baking powder. Poured into the waffle maker, the batter rises and cooks under the influence of heat, resulting in a crispy exterior and a soft interior. Waffles are served hot and can be consumed with various toppings, including fruits, honey, chocolate sauce, and ice cream.

Today, waffles come in different recipes and presentations across cultures, maintaining their popularity as a widely offered item on extensive menus in homes, cafes, and restaurants. There are well-known waffle makers celebrated for their creations, as well as mobile vendors. In recent years, event companies offering waffle services at corporate events or special occasions have emerged. The customization of waffle toppings allows individuals to tailor their experience, with options ranging from chocolate chips to candies, nuts, fruits like chestnuts, strawberries, bananas, and various types of jams.

This flavorful delight, enriched and diversified with cultural elements from around the world, can be savored in almost every corner of Turkey. Waffles, particularly associated with Ortaköy in Istanbul, have become a part of the city's rich culinary culture. Notable waffle establishments include Ortaköy Waffle, Batard, a French restaurant in Şişli, Kemal Usta Waffles in Kadıköy, Are You Chocolate in Karaköy, and Waffle Stop in Beşiktaş. Additionally, Ab'bas Waffle and Zeynep's Waffle, with their various branches, serve delightful waffle variations to waffle enthusiasts.

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PUBLICATIONS

- **Asst. Prof. Festus Victor Bekun**'s article titled "Does psychological empowerment improve renewable energy technology acceptance and recommendation Evidence from 17 rural communities" was published in **Renewable Energy**.

- **Asst. Prof. Festus Victor Bekun**'s article titled "A bibliometric review analysis into environmental kuznets curve phenomenon: A retrospect and future direction" was published in **Heliyon**.

- **Asst. Prof. Festus Victor Bekun**'s article titled "Diversification in the tourism sector and economic growth in Australia: a disaggregated analysis" was published in **International Journal of Tourism Research.**

- **Asst. Prof. Festus Victor Bekun**'s article titled "Assessment of Foreign Direct Investment-Led Growth Argument in South Africa Amidst Urbanization and Industrialization: Evidence from Innovation Accounting Tests" was published in **Journal of the Knowledge Economy.**

- **Assoc. Prof. Hakan Yıldırım**'s article titled "The causal nexus between bank indices and geopolitical risk: bootstrap causality analysis under horizontal sector dependence" was published in **Journal of Social and Economic Development.**

- **Assoc. Prof. Bright Akwasi Gyamfi**'s article titled "Transitioning to clean energy: Assessing the impact of renewable energy, bio-capacity and access to clean fuel on carbon emissions in OECD economies" was published in **Energy Economics.**

- Asst. Prof. Ayşe Meriç Yazıcı's book chapter titled "The quintuple helix, industrial 5.0, and society 5.0" was published in **Digitalization, Sustainable Development, and Industry 5.0: An Organizational Model for Twin Transitions (book).**

- **Asst. Prof. Tuğba Kantarcı**'s article titled "Does economic policy uncertainty affect venture capital investments for OECD countries?" was published in **Venture Capital.**

- **Prof. Dr. Hüseyin Dikme ve Asst. Prof. İpek Sucu**'s article titled "Sağlık kurumlarında sosyal sorumluluk ve hizmet kalitesinin iletişim ve algı üzerindeki yansımaları" was published in **Uluslararası Sosyal Araştırmalar Dergisi.**

ASSIGNMENT & UPGRADE

- **Asst. Prof. Merve ÖZ** was appointed to the Department of Business Administration (English).

- **Asst. Prof. Aslıhan ÜNAL** was appointed to the Department of Business Administration.

- **Asst. Prof. Nurgül ERDAL** was appointed to the Logistics Management Department.

- **Prof. Dr. Mustafa KÖKSAL** was appointed as the Head of the Department of International Trade and Business Administration.

LEAVERS

- **Res. Asst. Merve TOSUN** from the Department of International Trade and Business Administration of our faculty has left.

- **Res. Asst. Yunus TURAN** from the Department of Political Science and International Relations of our faculty left.

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The Alumni Tracking System (Metsis) has been launched to determine and follow the current status of our graduates, such as their employment and higher education careers, and to generate statistical data. Moreover, Istanbul Gelisim University aims to strengthen its relations with its graduates and contribute to their employment process through the METSİS platform. IGU alumni can subscribe to the platform for free. (metsis.gelisim.edu.tr)

Our graduates who are members of the platform can update their profiles and follow job postings.

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2. You can follow the job postings by clicking on the jobs.
3. You can create an account from the New Candidate section to apply.
4. After creating an account, you can see job postings from the jobs section on the top and apply for open positions.

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