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UNIVERSITY**



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CONTENTS

TECNO-AGENDA..... 3

- Wearable Devices and Area of Utilization in the Public Services..... 3
- Artificial Intelligence and Digital Games..... 4
- Holographic Call..... 5
- Electric Planes are More Than Just a Dream..... 6

ECO-AGENDA..... 7

- How to Protect Cryptocurrency Investors?.. 7
- What is the Minimum Wage, How and by whom is it Determined..... 8

NEW PROFESSIONS..... 9

- Sustainable Design Specialists..... 9

CULTURE-ARTS LITERATURE..... 10

- Hot Skull as an Example of Dystopia..... 10
- A Kitsch Exhibition: " A Question of Taste" .. 11
- The End of Art and the Last Human 12

SOSYOCOM SHELF..... 14

- A Movie: Enigma (The Imitation Game)..... 14
- A Series: "Gibi" Comedy..... 15
- A Book: History of Ancient Philosophy..... 16
- Book Review of the Month: Sicilian Mario Puzo..... 17
- Movie Review of the Month: Dunkirk..... 18
- Academic Playlist..... 19

EDUCATION-RESEARCH..... 20

- How to Learn a Foreign Language?..... 20

ENTREPRENEURSHIP AND

INNOVATION..... 21

- Glass Ceiling Syndrome..... 21



POLITICAL AGENDA..... 22

- New Member of Euro and Schengen: Croatia..... 22
- The Impact of the Ukraine-Russia War on the Balkans..... 23
- Political Situation And Developments in Brazil..... 25
- Taboo: The Codes of Global Capitalism..... 27

HEALTH-PSYCHOLOGY..... 28

- The Duck Syndrome..... 28

SOCIO-AGENDA..... 29

- The World Cup's Recyclable Stadiums..... 29

TIME TO SOCIALIZE..... 30

- Motorcycle Couriers of the Ancient World: Caravans..... 30
- Events in Istanbul: Pierre Loti Hill and Eyüp Sultan 31
- February in Istanbul..... 32
- IGU Student: Customer Satisfaction and WOMM..... 33
- Erasmus Diary: Work and Travel..... 34
- Liver Lovers Here!..... 36

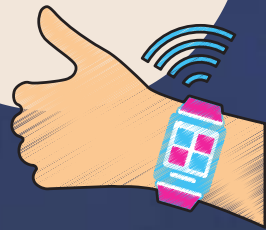
ABOUT ACADEMIC LIFE..... 37

- Publications..... 37

MASTHEAD..... 38

WEARABLE DEVICES AND AREA OF UTILIZATION IN THE PUBLIC SERVICES

TECNO-
AGENDA



Asst.Prof. Fatma Gul Gedikkaya

The Department of Political Science and Public Administration

Wearable devices are electronic devices that are designed to be worn on the body, either as a stand-alone device or as an accessory to a larger device. These devices are typically worn on the wrist, such as a smartwatch, or attached to clothing or other accessories, such as fitness tracking devices. Wearable devices are designed to track and monitor various aspects of a person's activity and health, such as steps taken, heart rate, sleep patterns, and more. They can also be used to access information, communicate with others, and control other devices, such as smartphones and smart home appliances. Some examples of wearable devices include smartwatches, fitness trackers, virtual reality headsets, and smart glasses. These devices can be used for a wide range of applications, including fitness, health and wellness, entertainment, communication, and more. Wearable devices can be used in public services in a variety of ways:

Public safety: Wearable devices can be used by first responders, such as police officers and firefighters, to communicate with each other and access important information in real-time.

Healthcare: Wearable devices can be used by healthcare professionals to monitor patients remotely, track their vital signs, and provide immediate care if needed.

Transportation: Wearable devices can be used by public transportation workers, such as bus drivers and train conductors, to access route information, communicate with dispatchers, and provide assistance to passengers.

Education: Wearable devices can be used by educators to monitor student progress, track attendance, and provide personalized learning experiences.

Customer service: Wearable devices can be used by customer service representatives to access information about products and services, communicate with clients, and provide assistance in real-time.

Disaster response: Wearable devices can be used by emergency responders to communicate with each other and access important information during natural disasters or other emergencies.

Maintenance and repair: Wearable devices can be used by maintenance and repair workers to access information about equipment and facilities, communicate with their team, and track their progress.

ARTIFICIAL INTELLIGENCE AND DIGITAL GAMES

*Res. Asst. Aysun Korlu Topan
The Department of Sociology*

Artificial intelligence technology is effective in many different areas today. One of these areas is digital games. Artificial intelligence has already revealed itself through a game; it is a great success that AlphaGo, developed by Google in 2015, beat the world champion in the game Go. After a dry period in the development of artificial intelligence, this development has been described as a promising development.

Since the early days of the gaming industry, developers have been striving for artificial intelligence to behave like a human and create a game world from scratch without the need for a real human being. Even in Pacman, one of the oldest known games, four ghosts are designed as followers chasing Pacman of their own will. In short, other elements that seem to act on their own will, independent of the player, have always been important in a game. Thanks to artificial intelligence technology, when an enemy soldier in a game is hit on the head, it is seen that she/he moves with a helmet on the next time. Or in football games, the opposing team may play a more challenging game depending on the way the user plays. Today, it is possible to say that artificial intelligence is effective in the following areas in the game industry; using artificial intelligence instead of human power in the development of games, improving the gaming experience with more humanoid characters, creating new game maps, inventing new games and analyzing player behavior. The artificial intelligence algorithms used in games must be sophisticated enough to make players think they're interacting with something smart, yet controlled and predictable enough to keep things from getting derailed. The main goal in the game is experience and stories, so artificial intelligence allows the player to trick it. The main purpose of artificial intelligence applications is not to beat the player, but to provide a pleasant experience to the player.

With the development of virtual reality technology, this experience of users can reach higher levels. With artificial intelligence technology, virtual reality glasses make possible the existence of a world like in the movie "Ready Player One".

HOLOGRAPHIC CALL



Res. Asst. Caglar Karakurt

The Department of International Trade and Business

Deutsche Telekom, Orange, Telefónica and Vodafone, together with technology company MATSUKO, have begun to develop an easy-to-use platform for immersive experiences that combine virtuality with reality. In addition, these operators and technology company MATSUKO have implemented the first pilot of a direct phone call with a holographic call, linking their installations so that their customers can participate in a joint holographic communication session.

If we take a closer look at this pilot, we can see that the developers are using the features of 5G connectivity (high speed, high bandwidth and low latency) to overcome some of the difficulties in creating 3D images. A smartphone's selfie camera was first used to provide a real-time three-dimensional holographic image of a person; then the captured images were processed through an advanced 3D rendering engine (with cloud technologies). These latest studies seem to allow for smooth and natural motion hologram phone calls.

The companies state that the main purpose of the platform they are trying to develop is to provide an environment that will enable customers to participate in a common holographic communication session. Another important point, they say, is to make holographic calls as simple as making a traditional phone call. Thanks to hologram calls, it is thought that real and virtual worlds can be combined through a mobile connection and presented to the audience with a clarity and sharpness that was never possible before.

This pilot study shows us more closely the developments in information processing and communication technologies. Perhaps this form of communication, once presented to us as science fiction, will soon become a technology that we will all use.



ELECTRIC PLANES ARE MORE THAN JUST A DREAM

Asst. Prof. Metin Yildirim
The Department of Logistics Management

It is seen that global carbon dioxide emission values originating from fossil fuels and industry have reached significant figures. ICOS data showed that the stated value for 2021 is more than 5% higher than the previous year, exceeding the level of 37 billion metric tons (GtCO₂).

Transportation operations are at the forefront of activities that create carbon emissions. Looking at the percentage weights within the related activities, it was seen that the biggest source of carbon emission was passenger vehicles. Commercial vehicles are at the forefront of the following factors. The amount of emissions created by the aviation sector comes after marine transportation. It is seen from the changes and developments in both technology and the market that the priority is given to passenger and commercial vehicles in the development of vehicles that can reduce carbon emissions and use cleaner energy sources, including electricity. While the steps that can be taken in the aviation sector in reducing the carbon footprint are limited, aircraft using electrical energy take their place as the most important option to reduce the carbon footprint in the sector. A number of problems must be overcome for the use of electrical energy in planes. The first of these is the amount of battery required and the weight that the batteries will create. In particular, there is a theoretical difficulty in realizing the take-off of the aircraft related to the weight caused by the amount of battery required for long-haul flights. This situation necessitates the use of aircraft using electrical energy for short-haul flights in the first place. Among the solution alternatives for this issue is hybrid technology, which is also used in passenger cars and commercial vehicles. A hybrid short-haul aircraft with a significant number of passengers soon turned into an expectation beyond imagination. Another area of study on this subject is hydrogen fuel cell technology, which Rolls-Royce and Hyundai companies have jointly concentrated their research on. Another area where rapid development is expected is the electric air taxi sector. It is known that a number of airline companies, especially Delta Airlines, United Airlines and American Airlines, have placed orders for electric aircraft with vertical take-off and landing capabilities to add to their inventory in the near future. An Uber-like service is expected to be available in the near future with electric taxis.

Despite the limited number of alternatives to reduce carbon emissions in air transportation, technological developments and the promising results of electric powered aircraft show us that the results of studies on this subject will be evident soon.

HOW TO PROTECT CRYPTOCURRENCY INVESTORS?

Assoc. Prof. Hakan Yildirim

The Department of Logistics Management

ECO-
AGENDA

Regulations regarding crypto money markets are at the door. However, some questions occur. How effective can these regulations be in protecting investors? Or is just editing enough?

Regulations will of course be effective. The implementation of various sanctions to be complied with is at the top of the list. Leveraged trading on platforms where cryptocurrency trading is carried out, having a certain capital of the intermediary institution and the obligation to deposit collateral and many similar regulations are among the sine qua non. However, first of all, it should be decided whether these instruments, which are subject to purchase and sale, are assets or money. After determining whether the vehicle in question is money or an asset, it should be determined by which institution and organization it will be audited.

After all these activities are completed, various procedures and principles should be determined and serious sanctions should be applied to intermediary institutions and investors who do not comply with these procedures and principles.

Now Another Question Comes to Mind: Why Should Investors Be Sanctioned?

It would be more accurate to answer this question with the events of the past years. In the FOREX market, investors were able to trade with any amount they wanted, without being limited by 1:100 leverage. In order to protect small savers who suffer from high leverage, the Capital Markets Board has implemented some regulations for FOREX transactions. With the change made, the maximum leverage for leveraged trading was reduced from 1:100 to 1:10 and the initial margin was increased to TL 50,000 or equivalent in foreign currency. Although the investors were protected with this regulation, some investors started to buy and sell through FOREX companies under the stairs. These companies were companies operating abroad, had customer representatives who could speak Turkish, had leverage up to 1:400, and did not have a guarantee requirement of TL 50,000.

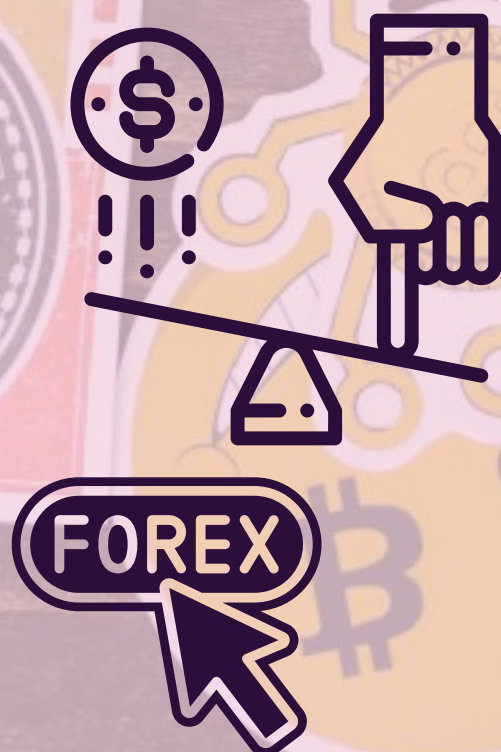
What was the result?

As a result, investors who traded with leverage of up to 1:100 or even 1:400 lost all of their capital due to the leverage effect, while profit-making investors could not collect their returns from these companies. They didn't even get their main input. In other words, the investors who traded in these companies, which were not audited by the Capital Markets Board, were officially defrauded.

What should be done as a result of this experience?

So, How Can Cryptocurrency Investors Be Protected?

First of all, the initial margin and leveraged trading conditions should be applied exactly as they are applied in FOREX transactions. Regardless of this practice, fines should be imposed on investors who trade through under-the-counter brokerage houses that are not subject to the Capital Markets Board. On the other hand, the level of financial literacy should be increased. In other words, public institutions and organizations should raise awareness of investors and individuals considering investment through free financial literacy training open to the public. In this way, individual investors who are victims of high leverage and fraud will be protected both by various laws and sanctions and by training.



WHAT IS THE MINIMUM WAGE, HOW AND BY WHOM IS IT DETERMINED?

Res. Asst. Merve TOSUN

The Department of International Trade and Business

In December, the new net minimum wage, which will be valid throughout 2023, was announced as 8500 TL. While the minimum wage of the new year was determined at the end of each year, the minimum wage was determined for the second time in 2022 in a way that is not very often seen in Türkiye due to high inflation, and in July the new minimum wage was announced as 5500 TL. So, what is the minimum wage, which affects all of us in direct and indirect ways as citizens of the country, by whom and how is it determined?

The minimum wage is the lowest wage that is determined to be paid to a worker for one working day. This wage should be enough for the worker and his family to maintain their economic and social lives in a good way. It is one of the universally accepted labor rights and basic social human rights. The minimum wage, examples of which were seen in practice at the end of the nineteenth century, was guaranteed by international conventions in the twentieth century. The minimum wage in the world was first introduced in New Zealand and was determined based on the price of 45 products. Türkiye, on the other hand, has adopted the minimum wage application with the Labor Law No. 3008 dated 1936.

Different methods are used in countries when determining the minimum wage. In most countries of the world, the minimum wage is legal and mandatory, but in some countries (especially the Scandinavian countries), the minimum wage is determined by collective labor agreements at the national or sectoral level, not by a mandatory system. According to International Labor Organization (ILO) estimates, the minimum wage is determined by laws and collective agreements in 90% of countries, while there is no minimum wage application in 10% of countries. If we summarize, there are basically three methods for determining the minimum wage. The minimum wage can be set directly by the government, determined through negotiation between the government and social parties (labor and employer unions), or determined through national or sectoral collective bargaining.

The minimum wage in Türkiye is determined by negotiation between the government and social partners. A tripartite commission, called the Minimum Wage Determination Commission, meets every year and negotiates to determine the minimum wage. The commission includes representatives of five governments, five employers and five workers. The representatives of workers and employers are determined by the top worker and employer organizations with the highest number of members (worker representatives are Turk-İs and employer representatives are TISK). From past to present, since the advent of the minimum wage in Türkiye began, many criteria have been taken as basis while determining wages; regional wage policies, sectoral minimum wage policies, and minimum wage policies that pay different wages to those under the age of 16 and above. As of 2014, a uniform minimum wage has been determined at the national level and for all sectors, regardless of age, and it continues today.



SUSTAINABLE DESIGN SPECIALISTS



Asst. Prof. Fatma Gul Gedikkaya

The Department of Political Science and Public Administration

Sustainable design specialists are professionals who design products, buildings, and systems with sustainability in mind. These individuals strive to create solutions that minimize negative environmental impacts and maximize the use of natural resources. One key aspect of sustainable design is energy efficiency. Sustainable design specialists may work to reduce the energy consumption of buildings and products through the use of energy-efficient technologies and materials. For example, a sustainable design specialist might specify energy-efficient appliances and lighting for a building, or design a product using materials that can be easily recycled. An example of a sustainable design project that a sustainable design specialist might work on is the design of a LEED-certified (Leadership in Energy and Environmental Design) building. LEED certification is a widely-recognized standard for measuring the sustainability of a building's design, construction, and operation. To earn LEED certification, a building must meet certain criteria in categories such as energy efficiency, water conservation, and the use of sustainable materials. A sustainable design specialist might work with an architect and construction team to design a building that meets these criteria, using energy-efficient technologies, water-saving plumbing fixtures, and materials with a low environmental impact. Once the building is constructed, the sustainable design specialist might also work on implementing systems and processes to ensure that the building continues to operate sustainably. This might include monitoring energy and water usage, implementing recycling programs, and maintaining the building's systems to ensure that they are running efficiently. Water conservation is another important aspect of sustainable design. Specialists in this field may design systems to capture and reuse rainwater, or implement water-efficient plumbing fixtures to reduce the amount of water used in buildings.

Sustainable design also involves the use of materials that have a low environmental impact. This might include using recycled materials, or choosing materials that can be easily recycled at the end of their useful life. In addition to designing sustainable products and buildings, sustainable design specialists may also work on developing sustainable transportation systems. This might include designing bike-sharing programs or designing public transportation systems that use clean, renewable energy sources.

As concerns about the environment and resource conservation continue to grow, there will likely be an increasing demand for sustainable design specialists. These professionals play a crucial role in creating a more sustainable future for us all.



HOT SKULL AS AN EXAMPLE OF DYSTOPIA

**CULTURE-
ARTS-
LITERATURE**



Asst. Prof. Tuğçe GÜR TÜRKDOĞAN
***The Department of Political Science and
Public Administration***

Negri describes utopia as a connection with the past and a new field of experience in the globalized and postmodern age, that is, in a world that no longer has an "outside" (Negri, p. 46). While utopias, which are seen as a description and programming design, are discussed in their historical context, Mina Urgan states that it is a description of a system that is quite different from the system that existed in utopias until the 20th century, free from all negativities and where people live happily. In the examples of utopia (until the 20th century), developments from art, technology, and medicine to social sciences have an optimistic effect, and there is no question of addressing and criticizing the negative aspects of society. After the 20th century, utopias took on an antithesis of previous ones (Urgan, pp. 214-215). These works, which contain negative depictions of the future, are called dystopias and are not depictions of a perfect society, on the contrary, they are examples of counter-utopias related to a critical analysis of the existing system and the conditions that may arise after it.

Since Plato's Republic, he seeks answers to basic questions about utopias and dystopias, the problem of organization that determines the structure of societies, the institutionalization process of political power and how the economy will work. It is stated that the answers given to the debates about where people will live, how they will meet their basic needs, how they will reproduce, how they will raise their children, how power and power relations will be distributed, or how the economy will function, become decisive in the context of describing, criticizing and reconstructing society (Atwood, 2017: 11th). The Hot Skull series, which was broadcast on Netflix on December 2, 2022, can be given as a current example of dystopian examples, which are essentially based on the problem of organization in social life. The series, adapted from Afşin Kum's book of the same name, began to be shot in 2018. In this context, the work occupies a unique position since it corresponds to a date before the start of the pandemic process, but at the same time, it resembles the epidemic and civilization equation formed by the adaptation of the books "Plague," "Blindness" and "Killing Words" to the cinema.

In the description of the social formation in the presence of an epidemic disease that spreads by talking among people, we come across a shattered city. Istanbul is located in a very chaotic environment, and the SMK (Epidemic Against Pandemic) established to combat this disease takes over the city's management. The series, which makes reference to the discussions of surveillance and controlling society through successive prohibitions, also opens up discussion about all aspects of the organization process of production, labor, education, and social life in a society divided into two as ignorant and normal people. It is seen that the theme of thought-language-communication is presented to the audience in the context of linguistics forming the mortar of the mental infrastructure. It also covers the main discussions of political science within the framework of the concepts of freedom of mind and thought, unlimited happiness, power of the media, elitism, and the state. The pessimistic picture it describes shows the cracks in the existing social formation and reveals its goal of getting rid of this oppressive environment as we see in all other examples of dystopia (We, Brave New World, 1984, etc.).

"The pandemic has tested everything we thought we knew. It made us ask a lot of questions. What is a human? What is consciousness? And it taught by force. When we lose a lot of things we used to brag about, all that remains is our connection with each other. Despite those who say no, there is still hope". (Chapter 7, The story of the rose regaining its soil)

A KITSCH EXHIBITION; "A QUESTION OF TASTE"

Res. Asst. Bilge İpek

The Department of Radio Cinema and Television

Centering on the concept of "Kitsch", one of the most important interrogation areas of the tension between high art and popular culture, the "A Question of Taste" exhibition can be viewed online at the Pera Museum. The exhibition invites us to question the concept of taste with various fields of visual culture, from video art to porcelain objects, from tapestries to paintings. Focusing on the word Kitsch, which used to denote cheap and popular paintings in Germany in the 19th century, the exhibition presents a visual feast where the social and class dimensions of taste are questioned. The works in the exhibition transform the mass culture objects seen as cheap, popular and worthless, expressed by the concept of kitsch, out of their current use and make them a part of art.

The concept of kitsch, when it emerged in Germany between 1860 and 1870, defined works of art that had no aesthetic value, were cheap, and appealed to popular culture. Kitsch works are seen as a reflection of the mass culture of the period in terms of addressing the cultural needs of the new mass formed in this period when the migration from the village to the city intensified. As kitsch products, which are seen as cheap, vulgar, and easily marketed works, meet with popular culture and are included in the field of art, inquiries, and debates about what art is increase.

At the point that contemporary art has reached in the 21st century, works defined by the concept of Kitsch are frequently seen in contemporary art museums. However, these works are often criticized by thinkers because they are based on imitation and do not have aesthetic value. Still, kitsch works continue to be a part of contemporary art, even though they center on imitation and vulgar elements. With the bridge it built between popular culture and high art, it brings art to a position that mass culture can reach and understand, and thus "high art" becomes a question of question. "A Question of Taste" exhibition takes this questioning element as its starting point and presents the discussion of taste, popular culture, and high art in a visualized form. The "A Question of Taste" exhibition can be viewed in three dimensions on the website of the Pera Museum.



THE END OF ART AND THE LAST HUMAN



Asst. Prof. Fatih CAM

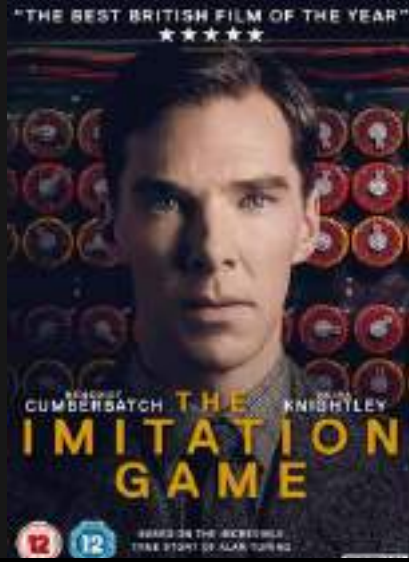
The Department of Political Science and Public Administration

The dissident opposition often seen in independent works of art refers to a considerable level of comprehension, as it evokes the total cumulation of civilization. Even though it is defined in the form of chaos or anarchic discourse, the final outputs of this opposition, which is meant by the concept of expression, ultimately contain a philosophical meaning. In particular, the objective point of view observed in fine arts takes care to keep the concept of "expression" in circulation to interpret works of art. Ernst Gombrich deals with the issue in depth in his article "Expression and Communication" on expressionist art theories and their erroneous explanations. According to Gombrich, there is a non-artificial isomorphism between emotions and shapes, colors, textures, and lines in expressionist theory. Images and tones mediate emotional experiences by evoking certain emotions. Colors can sometimes represent hatred and sometimes friendship, brotherhood or happiness. But Barnard, emphasizing that the issue cannot be reduced to such an ordinary definition (he prefers the word mediocre in the book), summarizes the situation by saying, "If there was such a direct relationship between shapes, colors, lines, and emotions, the viewer could experience the same emotions as the painter. It would even be possible to explain all visual culture products by looking at the stereotypes in Disney and Hollywood movies."



A valuable definition of expression through art emphasizes the understanding shaped by the political, philosophical, or social tendencies behind artistic pursuits. However, it is not possible to fully agree with the opinion as alleged. It is naive to admit that the system that explains the city is an empty, abstract canvas. The city is not a space that is free from total ideas, oscillating in a vacuum, but also a venue for the artist's own reality. In a space where ideologies, rationality, taboos, and beliefs walk arm in arm, the artist can reflect on the product of his intelligence with a completely different perception above all "things". The part up to this point is the individual part of the matter. On the other hand, it should be mentioned the art world and the contrasts of this world, in which class societies ruthlessly attack each other with their self-beliefs. The upper classes, dominated by aristocrats and nobles, used fine arts, painting, and sculpture to differentiate themselves from other lower classes in Clark's -who is bluntly blasted by Barnard- description of civilization. What makes the difference even more evident is the need for education in order to understand these arts. If you do not have an education, you are not part of that culture. For Barnard, painting and sculpture are not indicators of a class or a culture, they are things that, in the right hands, reveal inequality or any other social condition. Similarly, art and design styles, which are defined within the definition of subculture, should be of universal character rather than belonging to a class. Just as Rifat Özbek's style reflecting his rastafar identity is a tool to stand against the dominant white social classes. So what exactly does it mean? On the one hand, is it appropriate to position art and its spatial philosophical existence as a right to the upper classes, or at least to the educated and uneducated aristocracy, the nobility, and more importantly, the wealthy? Or should we take refuge in the general acceptance of art blended with a trans-identity policy and a humane stance? The expression will undoubtedly not take a position according to its consumer in either case. The main issue discussed here should be the historicity of the subject. For example, in an authoritarian management model dominated by more institutionalized, monopolistic, bureaucratized political parties in Europe and North America after the Second World War, counterculture movements were better organized and succeeded in creating an artistic front. The counterculture movements that gained strength towards the end of the 1960s and the movements that took a reactive attitude towards modernism started to sprout in the same period. These cultures, which hate the dominant view of rationalism and elitism, have focused on the areas of self-realization with the criticism of daily life, by adopting anti-authoritarian attitudes in music, clothing, language and life perception, and intending to destroy habits based on a distinctive leftist perspective. Doesn't Pollock recognize Abstract American expressionism as the culmination of essentially European romanticism? It is not known if there is another station further ahead, but this understanding brought the end of modern art and art. Stay with love.





Asst. Prof. Fatma Gül Gedikkaya
The Department of Political
Science and Public
Administration

ENIGMA (THE IMITATION GAME)

The Imitation Game is a 2014 American historical drama film directed by Morten Tyldum and written by Graham Moore, based on the 1983 biography Alan Turing: The Enigma by Andrew Hodges.

The Imitation Game is based on the true story of Alan Turing, a brilliant mathematician and codebreaker who played a crucial role in cracking the German Enigma machine during World War II. The film follows Turing (played by Benedict Cumberbatch) as he leads a team of codebreakers at Bletchley Park in their efforts to crack the Enigma code and decipher the encrypted messages sent by the Germans.

As they work on the code, the team faces numerous challenges and setbacks, including the personal and professional conflicts that arise within the group. Despite these challenges, Turing and his team eventually succeed in cracking the code, which helps to turn the tide of the war in favor of the Allies.

Throughout the film, the story also explores Turing's personal life, including his struggles with his sexuality and his relationships with his colleagues. As he works to crack the code and defeat the Germans, Turing must also confront the challenges and discrimination he faces as a gay man in a society that does not accept him.

It received eight nominations at the 87th Academy Awards, winning for Best Adapted Screenplay; five nominations at the 72nd Golden Globe Awards; and three nominations at the 21st Screen Actors Guild Awards. It also received nine BAFTA nominations, and won the People's Choice Award at the 39th Toronto International Film Festival.

Starring: Benedict Cumberbatch, Keira Knightley, Matthew Goode, Rory Kinnear, Charles Dance, Mark Strong.



A SERIES

“GİBİ”

Comedy

Res. Asst. Tünay Aras

The Department of Political Science And Public Administration

Year: 2021

IMDB: 9.0

Time: 3 Sezon

Genre: Comedy

GİBİ is a comedy series that started airing on the online platform Exxen in 2021. In the series that aired 3 season and is written by Feyyaz Yiğit and Aziz Kedi, the lead roles are shared by Feyyaz Yiğit (Yılmaz), Kıvanç Kılınç (İlkan) and Ahmet Kürşat Öçalan (Ersoy). The series, in which absurd and independent events are handled, is predominantly a situation comedy. Although there are some situations that we may encounter in daily life, sometimes more fictional subjects that tend to be urban legends are handled such as the "Cannibal Coming with Erasmus" and "Dark Power" sections. In the series, in which the social life of a group of middle and middle-low-class friends is reflected in daily life, the environment in which the series was shot, and the clothes and lifestyles of the actors attract attention as well as the subject. One of the most striking aspects of the characters is that it is not clearly known what they do and how they make a living.

When we look at the situation comedy, we see that a wide range of unrelated events are handled within a certain framework. In some parts of the series, while witnessing an absurd and funny style of present-day events (Street Interview, Kuki), in another part, seeing the life styles of primitive societies being ridiculed (Invention of the Horse) or a subject from the Roman Empire period in an absurd way (Vita Brevis) possible. We see that many sociological determinations and references are also included in the topics covered. In addition, one of the effects of the series on the audience is the catchphrases used. These actors' lines circulating from mouth to mouth, can be adapted to many situations in our daily life. That's why the TV series GİBİ, which adds color to the recent Turkish comedy, has attracted the attention of a large audience. Although it is difficult to predict where this different sense of humor will evolve over time, we can say that it represents an important example of the comedy genre.



HISTORY OF ANCIENT PHILOSOPHY



Res. Asst. Bahri Mert Demir

The Department of Political Science and Public Administration

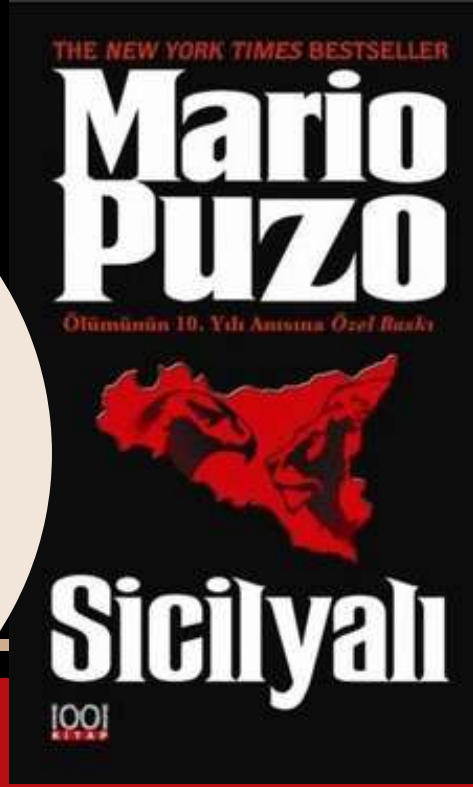
The 5-volume History of Ancient Philosophy series written by Prof. Ahmet Arslan is considered one of the most successful works in its field. Written in as simple and clear language as possible, the series is an ideal starting point for the history of philosophy. While the first book of the series covers pre-Socratic Greek philosophy and deals with the thoughts of major thinkers from Thales to Democritus, and also touches on the history of philosophy and the emergence of philosophy. The second book includes thinkers ranging from Sophists to Socrates and Plato, who occupied an important place in Ancient Greek thought. The third book is entirely devoted to Aristotle. In the fourth book, he deals with Hellenistic and Roman Period philosophy, and the fifth book, Plotinus, examines Neoplatonism and Early Christian philosophy.

The most important feature of the books is that the author allows the reader to meet the philosophers by going to the philosophers' own works, directly to the primary sources, whenever possible. In addition, the work is an important answer to the deficiencies in Turkish literature, such as the limited resources related to the pre-Socratic period and the lack of tidiness of the sources related to the philosophy after Socrates.





Book Review of the Month



THE SICILIAN MARIO PUZO

Res. Asst. B. Mert Demir

The Department of Political Science and Public Administration

The Sicilian is a 1984 novel by Italian-American writer Mario Puzo. Set in the same universe as Puzo's most famous work, The Godfather (1969), the book also includes characters from The Godfather, such as Michael Corleone and Peter Clemenza. The book is considered the literary sequel to The Godfather and is the second book in The Godfather novel series.

While the book tells the story of Salvatore Giuliano and his gang operating in Sicily from the mid-1940s to the early 1950s, it tells the story of Michael Corleone, the protagonist of the book The Godfather, in the background. In the book, Mario Puzo deliberately changed the spelling of Salvatore Giuliano's name to "Guiliano" and based his story on Giuliano's real-life story, although it tells a fictional story.

The character development of Salvatore "Turi" Giuliano is similar to that of Michael Corleone in The Godfather. In The Godfather, although Michael did not aim to be the head of the family, he became "Don" as a result of the events. While he was not seeking to become a gang leader in Turi, he became the most famous gang leader in Italy, and of course Sicily, afterwards he was shot by the Italian police Carabinieri while smuggling food. However, Turi is not a mafia boss like Michael. On the contrary, he is a "bandit" who has rooted out mafia bosses as well. He got more and more famous as the Italian Robin Hood, as he distributed the proceeds from the robberies to the poor.

However, although he may seem like Robin Hood to some, Salvatore Guiliano fell into the clutches of notorious criminals and fugitives accumulated in the gang over t, Italy's deep-rooted mafia relations, and politics over time as his gang grew, and unexpected results occurred. Though not as popular as The Godfather in Turkiye, the story that brings deep reflections on many concepts such as "power", "loyalty", "betrayal", "revenge" and "justice" part of Mario Puzo's cult stories.

Movie Review of the Month

Asst. Prof. FATMA GUL GEDIKKAYA

The Department of Political Science and Public Administration



DUNKIRK

Director: Christopher Nolan

Year: 2017

Stars: Fionn Whitehead, Barry Keoghan, Mark Rylance

Time: 106 mins.

In this article, the non-linear narrative of history will be discussed with an example of a motion picture. Non-linear narration should be experienced not only in history, but also in social sciences in general, especially, in economic and administrative sciences, and should be used to facilitate and reinforce the narrative.

"Dunkirk" is a 2017 war film directed, co-written, and produced by Christopher Nolan. The film is set during the Dunkirk evacuation of World War II and follows the stories of several soldiers and civilians as they try to escape the Germans and make it back to England. The film is known for its immersive, realistic depiction of war and its use of practical effects and minimal dialogue. The film received widespread critical acclaim and was a commercial success. It was nominated for six Academy Awards, including Best Picture and Best Director, and won three, including Best Sound Editing.

Dunkirk follows a non-linear narrative. In non-linear storytelling, the events of the story are not presented in a chronological order. Instead, the events are presented out of sequence, and the viewer must piece together the story in their own mind. This can be done through the use of flashbacks, flash-forwards, and other techniques that disrupt the linear progression of time. Non-linear storytelling can be used to create suspense, surprise, and other emotional effects, and can also be used to challenge the viewer's assumptions and expectations. It can be an effective way to tell a story, but it can also be challenging for the viewer to follow, as they must pay close attention to the clues provided in order to understand the story. We recommend academicians and students to try non-linear expression in university education.



ACADEMIC PLAYLIST



Res. Asst. Emre Ergen
**The Department of Public
Relations and Publicity**

There is no doubt that the semester break is a much needed break for university students to get rid of the stress of studying and exams. Making use of the possibilities of this free time in the most relaxing and entertaining ways can be one of the best choices to be made. One of the great ways to do this is undoubtedly music.


Music has always been an incredible source of inspiration, comfort and joy. Listening to your favorite tunes can bring a sense of calm while also minimizing your stress levels. Listening to the genre of music that speaks to you most deeply may be exactly what you need during the semester break.

That's why we've updated our playlists this month with the "holiday" theme.

Click to access our playlists.

-  **NKBI**
Güneş
-  **Beyoğlu**
Emir Can İğrek
-  **Olur Mu**
Gazapizm, Melike Şahin
-  **Denedim**
Tepki
-  **Sor Bana Pişman mıyım**
Duman
-  **Melekler**
Hayko Cepkin
-  **Dursun Zaman (feat. Gökse)**
maNga, Gökse
-  **Mor Yazma**
Umut Kaya
-  **Saydım**
Oğün Sanlısoy
-  **İstanbul**
Pamela





EDUCATION RESEARCH

Asst. Prof. Fatma Gul Gedikkaya
The Department of Political Science
and Public Administration

LANGUAGE

HOW TO LEARN A FOREIGN LANGUAGE?

There are many articles and books about learning a foreign language or how not to learn it. There are also many ways to learn a foreign language, and the best approach for you will depend on your learning style, goals, and available resources. However, here are a few tips that may help:

- Immerse yourself in the language: One of the most effective ways to learn a language is to surround yourself with it. This can be done by watching TV shows or movies in the target language, listening to music, reading books or news articles, or talking with native speakers.
- Find resources to help you learn. There are many resources available to help you learn a foreign language, including language learning apps, textbooks, language exchange programs, and language classes. Choose the resources that work best for you and your learning style.
- Practice, practice, practice: The more you practice speaking, writing, and listening in the language, the more comfortable and confident you will become. Try to find a conversation partner or language exchange partner, who you can practice speaking with regularly.
- Use language learning apps and software: There are many great apps and software programs available that can help you learn a language. Duolingo and Babbel are two popular options.
- Learn through context: Instead of memorizing lists of vocabulary words and grammar rules, try to learn the language in context by understanding how it is used in different situations.
- Be consistent and patient: Learning a language takes time and consistent effort. Try to set aside some time each day to practice and study. And remember that progress takes time, be patient and don't get discouraged when it seems hard.
- Tailor the method to your own schedule, you can pick what is best for you. It could be taking classes, hiring a tutor, or even self-learning with a textbook.
- Make it fun: You're more likely to stick with something if you enjoy it. Try to find ways to make learning the language fun and engaging.

These are just a few tips to help you get started, but it's important to find what works best for you and to stick with it.

Glass Ceiling Syndrome

Asst. Prof. Tuğçe Gür Türkdoğan
The Department of Political
Science and Public Administration

Glass Ceiling Syndrome makes the existing transparent barriers an object of discussion based on the number of women who have reached the position of senior management in business life. The concept, which was used for the first time by Hymowitz and Schelhard in the Wall Street Report of 1986, is a phenomenon that defines the career barriers that women face in business life (Lockwood, 2004:2). Since the concept was first used, it encompasses invisible barriers, symbolizing a series of invisible barriers that restrict the advancement of women regardless of their achievements and professional qualifications. At this point, the concept is expanded to include both the invisible and hard barriers to women's advancement (Morrison and Von Glinow, 1990) and their lower wages compared to male employees in the same position (Miller, 1999). The important contribution made to the concept in recent years is that it has become to include the disabled, the elderly and minorities in working life.

Glass Ceiling Syndrome is discussed in three dimensions, based on the uncertain problems faced by women in the labor market both in the world and in Türkiye in reaching a senior managerial position. First dimension; barriers placed by male managers, second dimension; these are the barriers put up by the female managers and finally the barriers that the person puts on himself (Ayca 2006). The common point of the three dimensions discussed in this context is located on gender inequalities (Crampton and Mishra, 1999:89).

The number of women in working life is increasing in Türkiye and in the world. This increase in quantity creates an expectation that the number of female employees in managerial positions will increase. However, the expectation is not met and when analyzed numerically, it is seen that the number of female managers remains low. In this context in Türkiye, according to the TÜİK Women's Statistics 2021 Report; The rate of female ambassadors is 26.5 percent, the rate of female deputies is 17.4 percent, and the rate of women in managerial positions (the ratio of women in senior and middle-level management positions in private companies) is 19.3 percent. When the ratios are examined in the context of academic staff and administrative duties in academic staff, we see the following table. In the 2020-2021 period, the ratio of female-male research assistants is 50 percent. In the process of acquiring the title of associate professor, this equality deteriorates in favor of male academics, and the rate of female professors in professorships drops to 32 percent. Among all universities, 394 of the female academicians are in the position of Rector and/or Dean, and this figure corresponds to a rate of 3.94 percent. This situation shows that the share of female academics decreases as they go up to the upper levels in Türkiye as well. These transparent barriers are called "glass ceilings" in general terms and the solution proposal is developed with the point of eliminating gender inequalities.



POLITICAL- AGENDA

Res. Asst. Bahri Mert DEMİR
The Department of Political Science and
Public Administration

NEW MEMBER OF EURO AND SCHENGEN: CROATIA

The decision of the European Union (EU) to include Croatia in the Schengen free movement zone, which became a member in 2013, entered into force on 1 January 2023. In addition, the country, which is included in the Euro Zone, abandoned its local currency Kuna and switched to the Euro. In this way, Croatia became the 20th country to join the Eurozone and the 27th to be admitted to the Schengen area. The number of countries in the Schengen Area, which previously included 22 European Union member countries and 4 partner countries (Switzerland, Iceland, Liechtenstein and Norway), has increased to 27 together with Croatia. With its inclusion in the Schengen area, the controls at the border gates of Slovenia and Hungary were terminated as of January 1, 2023. Slovenia and Hungary have been among the Schengen Area countries since 2007.

After its accession to the European Union in 2013, Croatia announced its desire to move to the Eurozone at the beginning of its membership. President of the Euro Group and Irish Finance Minister Paschal Donohoe announced on 16 June 2022 that Croatia fulfilled the necessary criteria and that the country could switch to the euro currency from 1 January 2023. Croatia has become the first country to join the Eurozone in eight years. Lithuania last entered the Eurozone in 2015. With Croatia's accession to the Euro, with the participation of the President of the Croatian Central Bank, Boris Vujcic, the number of members of the European Central Bank's Governing Council, which sets the interest rates, has increased to 26. With the entry of Croatia into the Euro zone, the destruction of more than 500 million banknotes and 5,200 tons of coins began after the Euro replaced the Kuna, the currency used for 28 years, in the country with a population of approximately 4 million.



THE IMPACT OF THE UKRAINE-RUSSIA WAR ON THE BALKANS

*ASSOC. PROF. FATİH FUAT TUNCER
THE DEPARTMENT OF POLITICAL SCIENCE
AND INTERNATIONAL RELATIONS*

It would not be wrong to say that the international relations agenda of 2022 is determined by the war initiated by Russia in Ukraine. The progress of the war contrary to Putin's expectations and the support given to Ukraine by the West, especially the USA, not only changed the course of the war, but also increased the polarization in world politics. The effects of this polarization have also spread to regions where Russian and Western interests intersect. Especially in the Balkans, this situation has become more noticeable in recent months.

The new Balkans map, which was formed with the disintegration of Yugoslavia after the Cold War, was built on a "truce", so to speak. While the Dayton order in Bosnia and Herzegovina and the UNSC resolution 1244 are in the middle, Kosovo, which is independent; the examples of North Macedonia, which returned from the civil war at the last moment and had to struggle with name changes abroad, are the clearest examples of this "truce" order.

The mentioned countries are important because they are the areas where the interests of the West, Russia and Türkiye intersect, as well as being the most unstable countries in Europe in the post-Cold War era. The fact that Russia, which thinks that it is surrounded by the USA and the West due to the war in Ukraine, supports policies that will disturb the West in regions such as the Balkans, which creates the possibility that the Balkans may enter into a conflict environment again. Russia, which sees the Orthodox Slavs, especially the Serbs, as natural allies in the region, is involved in the discussions in Serbia, Kosovo, Montenegro and North Macedonia, especially in Bosnia and Herzegovina, and follows policies contrary to the established order that the EU is trying to build in the region through the groups it supports. It is noteworthy that this policy of Russia has become more visible, especially after the Ukraine War. Likewise, the situation in the region negatively affects Türkiye's interests in the region. Because Türkiye is trying to build a process in the region that is compatible with the West but does not conflict with Russia.



If we proceed through the example of Bosnia and Herzegovina, it is noteworthy that in recent years, the leader of Republika Srpska, Dodik, criticized the controversial Dayton order in Bosnia and Herzegovina and stated that they would leave Bosnia and Herzegovina if necessary. The fact that Serbian nationalists declared and celebrated January 9, the date of starting the war in Bosnia, which is remembered with bitter memories, as a national day, and the participation of Russian ambassadors in these celebrations, shows the sensitivity of the situation in Bosnia and Herzegovina. For example, Dodik's declaration that he will present Putin with the Order of Republika Srpska at the last celebration is met with concern by Westerners who have been trying to Europeanize the region for years. The situation in Kosovo is also very tense.

With the Brussels Process, which was initiated under the leadership of the EU in 2011, it was aimed to solve the problems between Serbia and Kosovo within the framework of a road map. However, both Albanian nationalists in Kosovo and Serbian nationalists in Serbia have made great efforts to prevent the process from advancing. At the point reached today, the continuous postponement of the "Plate" crisis by the Brussels process, but its inability to overcome it, and the inclusion of the Ukraine War in the equation, revealed the possibility of a conflict between the two sides again. Because there is no call for restraint by neither Kosovo nor Serbian authorities. While Kosovo Albanians think that they have the support of the West, this situation drags the Serbs to manage the process together with Russia. In North Macedonia, the alliance of the Albanians and the social democratic Macedonians is weakening day by day in the face of the threats and provocations of the Macedonian nationalists, who have the support of Russia, and the stability in the country is adversely affected by this situation. Politics in Montenegro, too, has turned into a major polarization between the pro-Russian and the pro-Western. The ethnic distribution in the Balkans is in a structure that will cause the whole region to be turned upside down in a possible conflict process. This increases the sensitivity in the region.

It is certain that the war will affect all regions where the interests of the West and Russia intersect, if the Ukraine-Russia War is prolonged and diplomatic solutions are not opened. The possibility of the Balkans region returning to 30 years ago is particularly worrying. This is why diplomacy is essential. While the position that Turkiye will take in this process is very important, both the West and Russia should carefully calculate the long-term costs of the conflict environment and act with the awareness that there will be no winners in this war in the long run. For Turkiye, preserving the stability in the Balkans is the first priority. Because Turkiye, which has developed strategic relations with all the actors in the region in recent years, is an ally for the countries in the region, but in case of a possible conflict, there will be a risk that all the gains that Turkiye has built in the region for the last 30 years will turn into losses.



POLITICAL SITUATION AND DEVELOPMENTS IN BRAZIL

RES. ASST. TÜNAY ARAS

THE DEPARTMENT OF POLITICAL SCIENCE AND PUBLIC ADMINISTRATION

Jair Bolsonaro, the candidate of the right wing in the election held in Brazil, left the country on a plane belonging to the Brazilian air force, shortly before the end of his term, after experiencing a great defeat. During his administration, the former president, who went to the USA, was accused of the destruction of the Amazon forest, his failure to manage the COVID-19 epidemic, the introduction of excessive weapons into the country, and the radical rhetoric he used, causing divisions among the Brazilian peoples and causing social conflicts. In addition, the poverty created by the neoliberal economic policies he implemented and the extreme discourses he used targeting different social segments also created quite a controversy. In addition to these, in his speech in the capital after losing the election, his statement that "the armed forces, which have sworn allegiance to the people and the constitution, are the last obstacle to socialism, and in this context, their freedom is the responsibility of the army" was considered a "call for a coup". As an extreme right-wing leader, Bolsonaro had to leave the country, as this last call made it inevitable in the post-presidential period, along with the harsh policies and extreme rhetoric he used throughout his administration. In addition to these accusations, it will be clear with the investigations to be conducted in the coming period whether he committed any crime during his term in administration, especially corruption and irregularity.



On the other hand, Luiz Inacio Lula da Silva, a member of the Brazilian Workers' Party, who was elected as the new President, made important statements after he took office, evaluated the mistakes of the previous administration, and signaled an important paradigm shift with the decrees he signed successively. Drawing attention to the public policies for the peoples of Brazil that were not implemented by the previous ruling party, Lula stated that Bolsonaro was inspired by fascism. Lula, who made statements that public policies would be reworked and social justice and freedom would be guaranteed, harshly criticized the previous administration. He stressed that the previous administration oppressed defenseless people, massacred dissidents and destroyed freedoms by imposing their own mourning, not the actual laws.



Another situation that Lula harshly criticized was the old administration's armament policy. For this, one of his first actions as soon as he took office was to regulate the gun control policy that Bolsonaro had loosened. This regulation, which was made by issuing a decree, makes the authority to bear arms dependent on a clear and clear proof of need. It increased procedures for individual gun acquisition, opposing former President Bolsonaro's policies that facilitated and promoted gun access. Lula also took action to prevent violations by the previous administration by issuing a decree on the protection and privacy of personal data and information. Another decree that Lula issued as soon as he arrived was the annulment of the illegal mining decision to protect the environment. In addition to this regulation, which was made to prevent the destructions in forest areas during the Bolsonaro period, especially in the Amazon, a significant budget was allocated for the fight against environmental crimes, and the Ministry of Environment was appointed for this.

As soon as Lula came to power, he quickly addressed the most important issues that he thought were caused by the harsh policies of the far-right ex-President Bolsonaro, but there are still important problems for the Brazilian people to solve. The most important of these problems is the problem of poverty and unemployment. If Lula cannot find a solution to this problem, it is inevitable that a more radical right-wing fascist leader will replace him in the next election. The second important problem is the raids and sieges made by supporters of Jair Bolsonaro after the election was lost. The siege of the Presidential Palace by Bolsonaro supporters, as well as the Congress and Supreme Court in the capital, indicates the existence of a conflict-prone social dynamic. The attitude of the Lula government in the face of the deepening of these conflicts is very important. Whether democratic consolidation will emerge from this political tension or whether an extreme right-wing authoritarian regime will emerge as a result of conflicts is a situation where both the international conjuncture and internal dynamics will be decisive. The only clear case now is that the country is deeply divided into two poles.



TABOO: THE CODES OF GLOBAL CAPITALISM

ASST. PROF. FATİH ÇAM
THE DEPARTMENT OF POLITICAL SCIENCE
AND PUBLIC ADMINISTRATION

Cultural dichotomies take their place in the foggy London panorama of European geography. Written with epic exaggeration, far-island mysticism is marketed with visual evidence, while contemporary bosses of the civilized world decide the fate of the planet in their ivory towers. The story takes place in the first half of the 19th century, at the turn of the thought block we call the west, just before the transition to the industrial society, or in other words, the fastest period of colonialism. While the British merchants of the period were chasing profit all over the world, our hero Delaney (E. Thomas Hardy) at the center of the adventure appears with his half barbarian half civilized profile. And he turns up right when a valuable piece of land that will be passed on to him at the funeral of his father, an overseas merchant, is being shared by others.



In a few intertwined stories, everything is connected to Delaney's adventure in a way. It is not uncommon for the audience to lose Delaney's position from time to time in the struggle between good and evil, right and wrong. In a sense, Nyholm seems to have aimed to prove the existence of a direct challenge to traditional cinematic editing. While the boundaries of antagonism and protagonistism are blurred, the audience gets confused.

Taboo is a satisfying final product for those fond of artistic period content. The ruthlessness of human nature, the outdated urban life, and a distinct emphasis on exploitation are revealed everywhere, regardless of time. On the other hand, the East India Company, which controls the international maritime trade that provides the source of the worldly pleasures of the palace and the wealthy English aristocracy, almost destroys everything in its path while providing goods and services from distant countries. While doing this, it sometimes enters a power struggle even with the palace.

A note for those wondering: For those who find the audience power insufficient, director Nyholm also has a surprise. Delaney, who has made up his mind to be put in his half-brother's physical space by establishing an unusual communication through telepathic channels, also succeeds in pushing the limits that cannot be accepted by social morality.

The Duck Syndrome

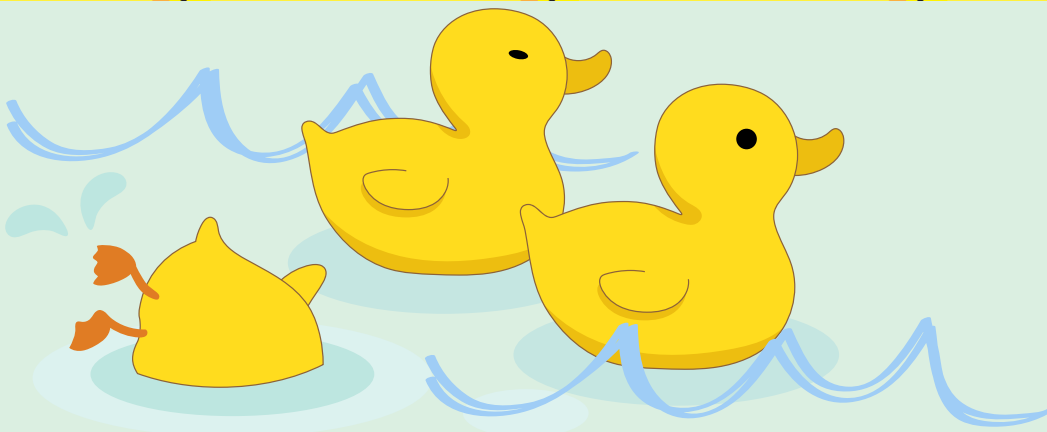


Asst. Prof. Tuğçe Gür Türkdoğan

The Department of Political Science and Public Administration

The syndrome was coined by Stanford University as a result of observing ducks swimming in water. Contrary to the impressions of ducks, which look quite calm when viewed from the upper part of the water and swim in harmony, when viewed from the outside, it is positioned in a state of great confusion and effort under the water (Sun, 2018). In this context, Duck Syndrome is a common expression used to describe the situation where life seems perfect from the outside, based on the fact that everything looks perfect on the water, but this situation does not reflect reality. What is seen as stillness is only on the surface, and there is a tremendous effort to move forward underwater, in reality. It corresponds to the ability of students to appear calm from the outside while trying to suppress stress, depression, or self-doubt anxieties, especially during exam weeks. Although the concept is closely related to the science of psychology in this context, it has started to be examined with an interdisciplinary approach. The concept, which is expressed based on the difference between idealized life and real life, has started to be the subject of studies, especially in terms of social media usage.

The syndrome, which can be summarized as the effort to appear successful and happy without making any effort despite the personal inadequacies or failures that exist in our lives, is defined by Goffman's "Impression Management Theory" (the theory is that the individual expresses himself by taking detailed calculated actions in some cases just to get the reaction he wants to get from the people around him) discussed, and it is stated that it is becoming increasingly widespread with the use of social media (Atar and Ulusoy, 2020:926). Individuals transfer their best state to the public sphere for reasons such as the opportunity to control their own appearance, the desire to be accepted in society, and the desire to be liked, but leave the troubles in their lives in the invisible part of the water. It is stated that the strategy of creating a certain impact in the eyes of others leads to the start of a process that has been designed and then built, and in this case, it is stated that it requires an in-depth discussion with many points within the scope of psychological, sociological and economic-political.



The World Cup's Recyclable Stadiums

SOCIO-AGENDA

Res. Asst. Tünay Aras

The Department of Political Science and Public Administration

There has been a lot of discussion about the World Cup in 2022. Playing the Cup in Qatar was the most prominent issue in these discussions. The hosting of a country with a population of approximately 2.5 million has caused many doubts to be revealed. In the shadow of these doubts, a tournament with a high spectacle has been left behind. One of the questions that remained in mind after the tournament was how the huge stadiums that a small country Qatar built for the world cup would function.

It was learned that 8 stadiums built for the world cup in Qatar were designed to be recycled after the tournament. The Stadium 974, which is 100 percent detachable from these stadiums, was planned to be dismantled and rebuilt in Tunisia after tournaments. The Al Bayt Stadium, which hosted the opening match of the World Cup, was partially dismantled and was designed to be used as an event area with green areas around it after the tournament. The Lusail Stadium, considered a work of architecture and hosting the final match, is planned to be transformed into a school, store, cafe, health center, and sports facility. Similarly, Ahmed bin Ali Stadium, Güney Stadium, Es-Sumame Stadium, and Education City Stadium, which were used in the tournament, were built with a recycling project. It is known that these stadiums are designed to be used in the construction of stadiums in undeveloped countries as well as in the field of education, health, and socialization.



Res. Asst. Ahmet Mecid VERGÜL
The Department of Tourism
Guidance

Time to Socialize

MOTORCYCLE COURIERS OF THE ANCIENT WORLD: CARAVANS

We are a generation that tends to keep up with innovations. Entrepreneurs have started to create an incredible logistics infrastructure by integrating digital technologies into their transportation systems. So much so that we live in an era where we can even order bread from our mobile phones. So, in the old days, when there were no motorcycle couriers, who brought the products we wanted to the markets?

The answer is in the title, caravans. In fact, there was an incredible transportation network in ancient times when caravans were used. Especially in Anatolia, there was a dizzying caravan and caravanserai ecosystem during the Seljuk period. Each caravan could travel an average of 45 kilometers per day. Caravanserais were built along the intercity roads of the period. Thus, one would leave one caravanserai at sunrise, and arrive at another caravanserai at sunset. Seljuks built caravanserais every 45 kilometers in the lands under their domination and ensured that the orders reached the markets safely.

The valuable products of the distant countries of the East and the West were transported to the inns and market places in the cities by caravans. Over time, some of the inns in the cities began to sell only certain products. The inns in and around huge bazaars such as the Spice Bazaar and the Grand Bazaar were also overflowing with products from these caravans and ports.

Although they are not as popular as they used to be, dozens of inns located in city centers in Türkiye are still actively used. Many buildings that are not used for commercial purposes have been restored and converted into hotels, restaurants, etc. for functional purposes.





EVENTS IN ISTANBUL

Res. Asst. Ahmet Mecid VERGÜL
The Department of Tourism Guidance

Pierre Loti Hill and Eyüp Sultan



Pierre Loti Hill, which has one of the most beautiful views of Istanbul, is one of the places that reflect the cultural landscape of the city with both its view and the buildings around it. Located on the shore of the Golden Horn, the hill takes its name from the famous French writer Pierre Loti.

One of the frequent destinations of the writer, who came to Istanbul for the first time in the 1870s and settled in the city in the following years, is the coffee house on the hill. The author, who was highly influenced by Istanbul, also mentioned the city in his works. During the First World War, he wrote articles criticizing the French occupation of Anatolia. For this reason, after the proclamation of the Republic, the name of the hill became Pierre Loti Hill by the decision of the National Assembly.

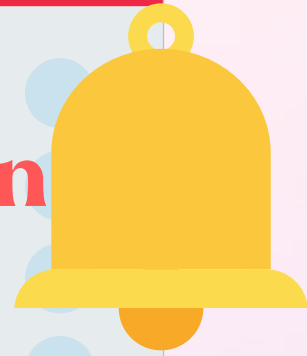
The neighbor of the hill is Eyüp Sultan Mosque. This mosque and its surroundings are also a holy place frequently visited by both local and foreign visitors. This mosque is the first mosque built after the conquest of Istanbul. Another interesting feature is that many Ottoman Sultans wore swords in this mosque. The sword-wielding ceremony is a tradition practiced by the sultans who ascended the throne. This complex, which is very important especially in terms of faith tourism and cultural tourism, is one of the places that attract the most visitors in the city.

It is also very easy to reach Eyüp Sultan and Pierre Loti Hill. You can come to Eyüp Sultan with IETT lines and tram. After Eyüp Sultan trip, you can go to Pierre Loti Hill by using the cable car line right next to the Mosque.

We have compiled some of the prominent events in Istanbul in February for you.

Res. Asst. Ahmet Mecid VERGÜL
The Department of Tourism Guidance

February in Istanbul..



Type of Event	Name of Event	Location	Date
Show	Dinosaur World Live	Maximum Uniç Hall	1-2-3-4 February, 2023
Show	Alice Müzikali	Zorlu PSM	19 February, 2023
Show	Baturay Demir	Duru Tiyatro - Watergarden Performans Merkezi	19 February, 2023
Theatre	Sır	Kadıköy Halk Eğitim Merkezi	3 February, 2023
Theatre	Kibarlık Budalası	Cevahir Salon B	26 February, 2023
Theatre	Bir Deli'nin Hatıra Defteri	Bostancı Gösteri Merkezi	24 February, 2023
Concert	Yüzyüzeyken Konuşuruz	Bostancı Gösteri Merkezi	18 February, 2023
Concert	Simge	Bostancı Gösteri Merkezi	26 February, 2023



Customer Satisfaction and WOMM

Muhammed Enes TANIR
A 4th Year Student from the
Department of Advertising

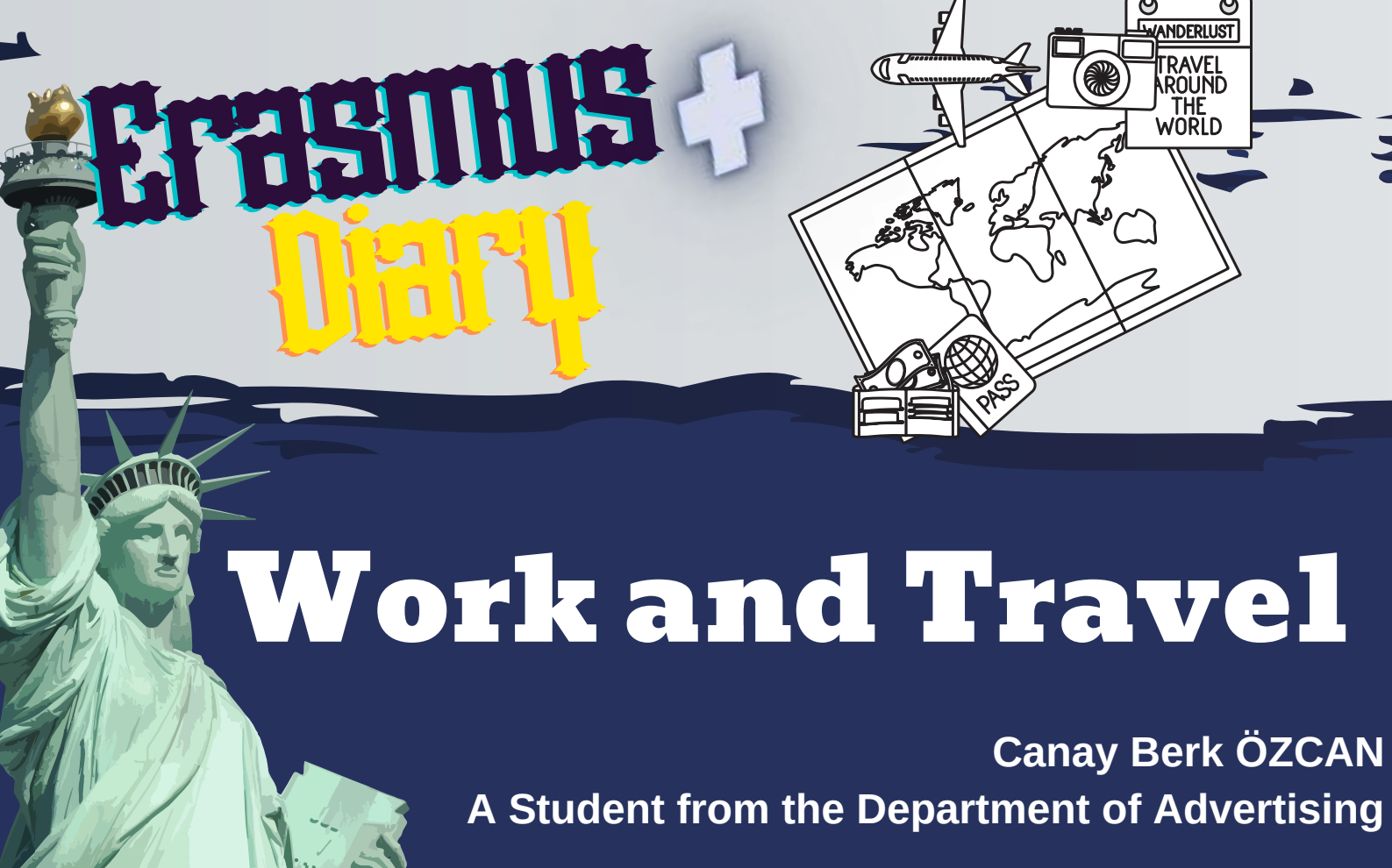
Philip Kotler, one of the first names that comes to mind when it comes to advertising and Marketing, said, "The best advertising is done by satisfied customers."

Customers are one of the most important elements that ensure the continuity of businesses. Customers make their purchases according to their wishes and needs. The customer experience is a vivid example of how the brand is perceived. The higher the customer experience, the higher the customer's brand loyalty and purchasing behavior will be. The fact that there are too many brands today creates an alternative, which makes customers more selective and unable to be easily satisfied.

Customer satisfaction is realized by the satisfaction level of the customer's expectations from the product purchased. The satisfaction in the purchase affects the next purchase decision. Undoubtedly, customers who are satisfied with their purchasing behavior will turn to the same brand again. It is important to know the needs and requirements that identify the customers as they feel valued, to have durability in the products, to have a good brand image so that the customers might be willing to pay the price for the product due to the brand's image, to care about customer feedbacks, to have good deals on after-sales.

WOMM (Word of Mouth Marketing) is the spread of a brand or product name to other people through advice and opinions from other customers. The satisfaction of the customers, especially with WOMM, allows the brand and product to be introduced to other people in a positive way. Today, the widespread use of social media allows customers to spread their experience to a wide audience. For example; a customer who is a loyal customer of a coffee company and buys the same coffee every morning asks for an oversized coffee one day, the attendant who noticed this situation writes 'we hope your day goes well' on the cup. The customer, who is satisfied with this situation and feels valuable, takes a photo of the glass and shares it on his social media account. The photo spreads on social media months later and creates a big impact. This, in turn, has a positive affect on the sales and popularity of the brand.

If the customer is unhappy, it can have the opposite effect. If a customer who is not satisfied with the purchase ends up sharing it with the others through a popular social media account, it will cause negative perceptions about the brand and product. This will also affect sales a lot.



Work and Travel

Canay Berk ÖZCAN

A Student from the Department of Advertising

With the Work and Travel program, I went to New York to meet a new culture, befriend new people and gain experiences. I arrived at the J.F.K. airport one evening. I encountered a completely different world, a completely different culture from the culture I came from and the countries I've visited. At first glance, it caught my eye that the public transportation system (except for the subways) is very different from European countries and does not receive enough attention. Although the subway line is developed, the subways appeal to the old and generally low-income class, tourists, home-business travelers, students and immigrants who come to get to know New York, especially interstate bus journeys can be really dangerous.

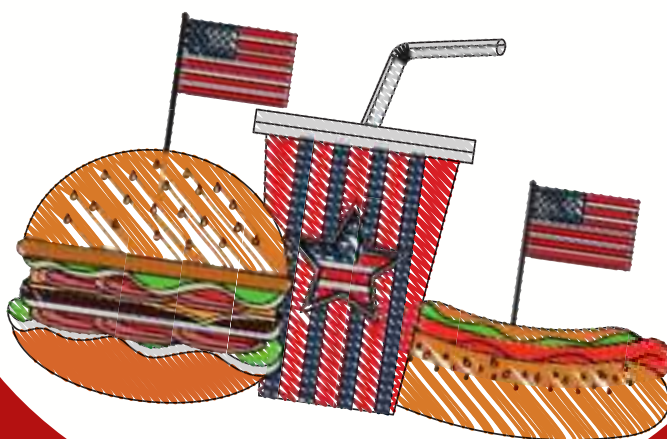
My next stop after New York was New Jersey. Although New Jersey is not as cosmopolitan as New York, it is home to many ethnicities. I worked and resided here for about 1.5 months, after which I traveled to different states and met many people. Although I think it is not right to fit these people into a mold, I believe that it is necessary to basically divide them into four groups. First of all, I would like to talk about those who live in the U.S. as refugees, they have not been outside of this country for years. Most of them have difficulty speaking the language of this country, they send the money they earn to their families in their homeland. They believe that tomorrow is always promising and live in the hope that one day they will get the value and respect they deserve. . Secondly, I think it is useful to mention immigrants. Immigrants have migrated here from various countries of the world, spent their first time here with difficult and painful experiences, and then generally married with people of the same nationality, made partnerships and started their own businesses. These are people who have achieved a certain level of prosperity and are already satisfied with their lives. Thirdly, I will talk about people who were born in these lands. These people were born and educated in the international structure of the US. Most of them do their own business or work in better positions in various companies. And finally, there are those who lost their identity in this system, could not evaluate the conditions correctly, got involved in various crimes and got into debt. As you can see, people from hundreds of different nationalities live very different lives here. When you go out on the street, you feel these differences up to your veins.



I think it is also useful to mention street delicacies. This cosmopolitan structure that I have described also hosts many different street tastes. You can taste the street food from every region, such as Latin, Middle East, Asia, Africa, Europe, or you can easily find markets selling products from these regions.

It is said that you feel the brutal capitalism in your bones on the east and west sides of the United States. The most up-to-date products in the world come to life here, and this journey continues from here to the inner regions of the USA and then to various parts of the world. People have a structure that think and act much faster than other states of the USA, and in these regions, capital is the most powerful and important value, the flow of life is quite fast. I can say that the people are quite talkative and friendly. In the inland states, life is more monotonous than on the west-east side, and the people are nice but distant.

In short, I recommend everyone to have such an experience and learn about the structure, culture, values and people of this country.





Res. Asst. Dilek Erol

The Department of New Media and Communication

LIVER LOVERS HERE!

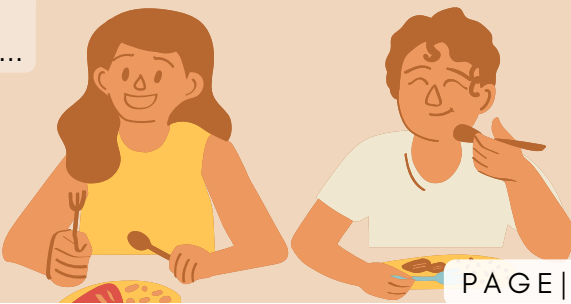
When it comes to street flavors, we can say that liver is among the dishes that can be considered classics of Turkish cuisine. Edirne fried liver, liver kebabs made in Şanlıurfa, Gaziantep, Adana and Diyarbakır styles, and Albanian style fried diced liver each have different tastes. Edirne fried liver is also known as leaf liver because it is cooked by slicing the liver thinly. Edirne liver, which is made by flouring the liver and frying it in plenty of oil, is usually served as a portion and between bread. Urfa, Antep, Adana and Diyarbakır style liver kebabs are made by dicing the livers and cooking them on skewers with tail fat. It is also called liver shish because of the way it is cooked.

Antep-style liver kebab is cooked using thinner skewers and served with onions and spices on an open pita. Liver shish cooked in the style of Urfa, Adana, and Diyarbakır are usually served in portions and with lavash bread. In these cities located in the Southeast of our country, liver kebab is consumed at all hours of the day, including breakfast. In addition, Urfa Liver Kebab, Diyarbakır Perdeli Liver Kebab, and Diyarbakır Liver Kebab are among the dishes registered by the Turkish Patent and Trademark Office and received geographical indication.

As the name suggests, Albanian liver takes its name from the way Albanians cooked liver during the Ottoman period. The liver, which is cut into cubes, is fried in oil and cooked. It is usually combined with diced and fried potatoes and served as a portion or between bread. No matter which method it is cooked, the liver, which is perfectly compatible with onions and parsley, spices such as red pepper powder, thyme, and cumin are also used. Having a favorite place in Turkish cuisine with its softness, nutritiveness, and taste, the liver shish can be found in street vendors as well as on the menu of many restaurants. While liver sellers usually prefer veal and lamb livers, in some restaurants, chicken liver can also be found.

One of the places to be preferred for eating liver in Istanbul is Ciğerci Hulusi in Kadıköy. In Fatih, Ciğeriştan makes a difference with its lavash with tomato paste. I recommend Ciğerci Ricco in Bakırköy for those who want to eat Edirne-style fried liver, and Adana Ocakbaşı in Şişli for those who like Adana liver kebab. You can choose Ciğerci Çengelköy in Üsküdar, Mersinli Ciğerci Apo in Ataşehir, and Canım Ciğerişim in Beyoğlu. Historical Diyarbakır Ciğercisi, located in Eminönü, is one of the best places for Diyarbakır-style liver lovers.

Enjoy your meal...



ABOUT ACADEMIC LIFE

PUBLICATIONS

- **Asst. Prof. Gizem Uzuner's** article titled "*Demystifying the links between green technology innovation, economic growth, and environmental tax in ASEAN-6 countries: The dynamic role of green energy and green investment*" was published in **Gondwana Research**.
- **Asst. Prof. Festus Victor Bekun and Res. Asst. Burçin Çakır's** article titled "*Revisiting the pollution haven hypothesis within the context of the environmental Kuznets curve*" was published in **International Journal of Energy Sector Management**.
- **Asst. Prof. Festus Victor Bekun's** article titled "*Converting a resource curse into a resource blessing: The function of institutional quality with different dimensions*" was published in **Resources Policy**.
- **Asst. Prof. Festus Victor Bekun's** article titled "*Explosivity and Time-Varying Granger Causality: Evidence from the Bubble Contagion Effect of COVID-19-Induced Uncertainty on Manufacturing Job Postings in the United States*" was published in **Mathematics**.
- **Asst. Prof. Edmund Ntom Udemba's** article titled "*Comparative analysis of two resources-based economies: A study of policy recommendation toward sustainable development*" was published in **Resources Policy**.
- **Assoc. Prof. Hakan Kardeş's** article titled "*Addictive smartphone use in the elderly: relationship with depression, anxiety and sleep quality*" was published in **Psychogeriatrics**.
- **Assoc. Prof. Hakan Yıldırım and Asst. Prof. Andrew Adewale Alola's** article titled "*Is there a price bubble in the exchange rates of the developing countries? The case of BRICS and Turkey*" was published in **Journal of Economics, Finance and Administrative Science**.
- **Asst. Prof. Andrew Adewale Alola's** article titled "*The role of foreign aids and income inequality in poverty reduction: A sustainable development approach for Africa?*" was published in **Journal Of Social and Economic Development**.
- **Asst. Prof. Gizem Uzuner's** article titled "*An investigation on the natural rate of crime rates with Fourier panel unit root test in selected emerging economies*" was published in **Kybernetes**.
- **Asst. Prof. Festus Victor Bekun's** article titled "*Empirical analysis into the nexus between energy consumption, economic growth, and natural resources in D-8 bloc: evidence from panel causality analysis*" was published in **Environmental Science and Pollution Research**.
- **Asst. Prof. Festus Victor Bekun's** article titled "*Ecological risks and innovative-investment projects*" was published in **Environmental Science and Pollution Research**.
- **Asst. Prof. Diler Ezgi Tarhan's** article titled "*Frege Felsefesinde 'Fonksiyon-Argüman' Ayrımının Yargıdaki İşlevi ve 'Değer' Teriminin Çok Anlamlılığı Üzerine*" was published in **Journal of the Faculty of Literature of Selçuk University**.
- **Asst. Prof. Diler Ezgi Tarhan** presented her paper on "*Kant Felsefesinde Aydınlanma Düşüncesi ve Transandantal İdealizm*" at the **11th Black Sea International Social Sciences Congress**.
- **Asst. Prof. Diler Ezgi Tarhan** presented her statement on "*Kant ve Wittgenstein'da Nesnelliğin Transandantal İmkânı*" at **7th International Social Sciences Congress of the Aegean Summit**.
- **Asst. Prof. Fatma Gül Gedikkaya's** article titled "*Labor Exploitation and Violence*" was published by Orion Publishing in the book **Şiddetin Kökenleri**.
- **Asst. Prof. Fatma Gül Gedikkaya's** article titled "*Yönetişim İçin Bir Fırsat Penceresi: Covid-19 Salgını ile Mücadele Süreci*" was published in **Journal of Social and Economic Research**.
- **Assoc. Prof. Hatice Altunok and Asst. Prof. Fatma Gül Gedikkaya's** book titled "*Kadın ve Kamu Yönetimi II*" was published by **Gazi Kitabevi**.
- **Asst. Prof. Fatih Çam's** article titled "*Başkanlık ve Yarı Başkanlık Sistemleri: Türkiye için bir Değerlendirme*" was published in **Journal of Public Administration and Policies**.

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Redaction

Res. Asst. Çağlar KARAKURT

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sosyocom@gelisim.edu.tr



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