

FROM THE SOCIAL MEDIA INFLUENCER: CREATING CHARACTERS IN THE DIGITAL WORLD!

Social media influencer @eoguzc was the guest of the "Character Creation in the Digital World" event organized by Art&Communication Design, the student club of Istanbul Gelisim University (IGU) Fine Arts Faculty Communication and Design Department. In the event, which attracted great interest from the students, the relationship of the digital world with character creation was discussed.

The influence of digital culture is seen in every field today. As a result of developing technologies and updates, many accounts, particularly the sharing of phenomena, are followed with interest in the time spent on social media. With the changing global standards, we come across content in different areas on social media. The Faculty of Fine Arts provides students with knowledge and experience in many fields with the activities it organizes in different sectors and subjects. "Acting Workshop" organized by Art & Communication Design Student Club was held with the participation of social media phenomenon @eoguzc. In the workshop where there was intense participation, many different topics on character creation were discussed and the relationship of the digital world with character creation was examined.

"If you want to produce content on social media, you must have a unique style and original content"

The development of social media and the digital world has brought new professions to us. Phenomena, which have the ability to "influence" their followers, are followed with interest by many social media users. The concept of "influencer", which has become one of the professions of the future with the increasing importance of digital marketing, especially attracts the attention of the Z generation. It is known that Eoguzc managed to make people laugh by creating a digital character on social media platforms. At this point, he emphasized in the interview that it is necessary to be a good observer to create a digital character. Social media influencer eoguzc also emphasized: "If you want to produce content on social media, you must have a unique style and original content".

At the end of the event, Lect. Ahmet Bikiç presented a plaque to @eoguzc.

"HIGH SCHOOL WINTER ACADEMY 2023" WORKSHOPS HAVE STARTED

Istanbul Gelisim University, which has introduced high school students to university education since 2018, launched the [Winter School](#) program for the 5th time this year. The trainings started on Monday, January 23.

Offering a real university experience, the Winter School started on Monday, January 23 at Istanbul Gelisim University (IGU). In the program specially prepared for 11th and 12th-grade high school students, the trainings are conducted face to face. Students will be able to experience 19 different courses in 5 days thanks to Winter School.

Students will discover the professions of the future at IGU!

Winter School, which combine knowledge, experience and fun with workshop training, started at Istanbul Gelisim University workshops. The program, which is completely free, was prepared for high school 11th and 12th-grade students. The program's first training, which

accepts applications through the “winterschool.gelisim.edu.tr” address, started on Monday, January 23, 2023.

Distinguished by its qualified and international education approach, Istanbul Gelisim University is bringing the Winter School together with the youth for the 5th time this year. Winter School will help students choose future fields of study and create a good career plan. The courses in the program that allow students to discover their talents and interests are as follows;

program that allow students to discover their talents and interests are as follows;

- [APPLIED CYBER SECURITY WORKSHOP](#)
- [AIRCRAFT ENGINEERING AND DESIGN WORKSHOP](#)
- [BASIC ELECTRICAL AND ELECTRONICS LABORATORY WORKSHOP](#)
- [SCRIPT WRITING WORKSHOP](#)
- [ARCHITECTURAL STRUCTURE WORKSHOP](#)
- [PASTA WORKSHOP](#)
- [AVIATION WORKSHOP](#)
- [INDUSTRIAL AUTOMATION SYSTEM APPLICATIONS AND CYBER SECURITY ANALYSIS WORKSHOP](#)
- [THREE DIMENSIONAL JAW MODEL-MAKING WORKSHOP IN DENTISTRY](#)
- [BLOCKCHAIN WORKSHOP](#)
- [BASICS OF COMPUTER PROGRAMMING](#)
- [ART THERAPY AND SELF-DISCOVERY WORKSHOP](#)
- [ROBOTIC TECHNOLOGY AND APPLICATION WORKSHOP](#)
- [ECONOMY AND FINANCE WORKSHOP](#)
- [LEADERSHIP WORKSHOP](#)
- [DIGITAL ADVERTISING DESIGN WORKSHOP](#)
- [INTRODUCTION TO E-COMMERCE WORKSHOP](#)
- [EFFECTIVE COMMUNICATION AND BODY LANGUAGE WORKSHOP](#)

During the 5-day training, students will have a real university experience and discover their areas of interest in the classrooms on the IGU campus. After the program, which is completely free, students will be given a certificate of participation.

WHY ARE CLIMATE ACTIVISTS TARGETING ARTWORKS?

Climate activists pursue their protests. Prof. Dr. Ismet Cavusoglu from Istanbul Gelisim University evaluated the actions of climate activists using popular art.

Climate activists are engaged in many activities in order to raise awareness of today's people and take precautions against the causes/factors that have led to changes in climate conditions in recent years. Such emphases may be necessary for society, however, results can be obtained by using other methods and options. Artist Prof. Dr. Ismet Cavusoglu underlined that by using popular art works, such actions will make a noise for a short time, and this may cause damage to the works of art.

“Whatever the purpose, the art world does not approve of such actions”

Van Gogh, Sunflowers, Claude Monet 'Les Mueles' Leonardo da Vinci, Mona Lisa, Edvard Munch, The Scream, Gustav Klimt, Death and Life... Some of the paintings have been at the center of Climate Activists actions for the past year. Activists have damaged many artworks by throwing paint, food, or glue onto iconic artworks. Prof. Dr. Ismet Cavusoglu from Istanbul Gelisim University Faculty of Fine Arts evaluated the climate activists' choice of artworks as tools.

Prof. Dr. Ismet Cavusoglu: “When we look at the processes in the world art history, there are some interventions against the popular art works in museums, galleries and parks at different times, nevertheless, societies and artists have always strongly opposed such actions. It is seen that in all actions against works of art, generally two people, sometimes one person or three people act. Moreover, Twitter messages are also used, as well as posing, chanting slogans and video shoots by the actors sticking themselves to the wall next to the painting. Damaging an artwork is a crime. Such works are also protected by law. It is easy for climate activists to choose works of art and as a result, permanent damage is done to some works.”

Climate activists must choose more harmless ways of protest

The art world attaches great significance to and supports the actions of climate activists in terms of improving climate conditions in the world and taking necessary precautions. However, as a result of these actions, we are absolutely against the damage to the works of art. Prof. Dr. Ismet Cavusoglu underlined that climate activists should choose more harmless methods in their actions.

WE USE THE INTERNET FOR AN AVERAGE OF 8 HOURS A DAY!

Our daily life is intertwined with the digital world. Although this has many advantages and benefits, it must be used and understood correctly so that it does not become dangerous. Emphasizing the need to develop digital literacy in order to raise awareness about digital addiction, Asst. Prof. Dr. Eren Efe from Istanbul Gelisim University stated daily internet use in Turkey is 8 hours compared to the total population average.

With the development of the digital world and its spread to all age groups, the usage rate is increasing. Increasing internet usage and duration both in the world and in Turkey brings with it many problems. The problem of self-control regarding using digital technologies is considered a digital addiction. Asst. Prof. Dr. Eren Efe, from Istanbul Gelisim University Faculty of Economics, Administrative and Social Sciences, Department of New Media and Communication, indicated that digital literacy should be developed and individuals should control their digital consumption in order to raise awareness of digital addiction.

There are 68.9 million social media users in Turkey

As a result of developing technologies and updates, daily life continues with the influence of digital culture. Increasing usage rate around the world; brings with it some economic, social and cultural problems. According to DataReportal's September 2022 report, active social media users reach 4.62 billion people, making up 58.4% of the world's population. Asst. Prof. Dr. Eren Efe: “An internet user's daily online time is 7 hours when we look at the world average. In

Turkey, there are 69.5 million internet users, with an increase of 5.9% between 2021 and 2022, constituting 82% of the total population. With an increase of 14.8%, there are 68.9 million social media users who make up 80.8% of the population. The daily internet usage time in Turkey reaches 8 hours according to the total population average.”

“Digital literacy” training is required!

With the developing technology, many new concepts have been included in our lives. One of them is “digital literacy”. Digital literacy training is necessary for individuals to understand and control their digital consumption. Dr. Efe: “Digital addiction is an impulse control disorder that refers to the excessive and obsessive use of all kinds of digital devices and digital platforms such as games, online platforms, mobile devices, social media. This type of addiction, which was discussed in the field of cyber psychology, was included in the scope of the disease in 1995 and started to be evaluated. Digital literacy needs to be developed in order to raise awareness about digital addiction. Digital literacy, which expresses the competencies of individuals to use all kinds of digital device applications, also includes creating awareness about the risks that arise with these competencies. Hence, incorporating a digital addiction preventive approach into digital literacy training will help fight digital addiction.”

“FACULTY BOARD OF THE FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES” MEETING WAS HELD

Istanbul Gelisim University Faculty of Economics, Administrative and Social Sciences Faculty Board meeting was held with the participation of students and stakeholders from the business world. Beylikdüzü Organized Industrial Zone Regional Manager Muhammet Divil attended the meeting where students' internship requests and collaborations were discussed.

IGU, Faculty of Economics, Administrative and Social Sciences Faculty Board meeting was held on Wednesday, January 25 at K Blok Firas Auditorium. Students and stakeholders from the business world showed great interest in the board meeting attended by Prof. Dr. Kenan Aydın, Dean of the Faculty of Economics, Administrative and Social Sciences. Beylikdüzü Organized Industrial Zone, Regional Manager Muhammet Divil stated that they can offer internship opportunities to students.

The meeting was held with the participation of students and stakeholders in the business world

The Faculty of Economics, Administrative and Social Sciences carries out many joint projects and collaborations with the business world for job and internship opportunities where students can direct their future careers. The meeting of the Faculty of Economics, Administrative and Social Sciences, was held with the participation of students and stakeholders in the business world. At the meeting, it is discussed what can be done about the internships of the students. Participating in the meeting, Beylikdüzü Organized Industrial Zone Regional Manager Muhammet Divil stated they have more than 1000 workplaces from different sectors and that they can offer internship opportunities to students with a good planning and that they are open to cooperation.

“HORIZON EUROPE - ERC APPLICATION PROCESS WEBINAR” WAS HELD

Istanbul Gelisim University (IGU) Office of Scientific Research Projects organized the “Horizon EUROPE - ERC Application Process Webinar”. There was great interest in the webinar, which was held on Wednesday, January 25th, with the narration of Aslı Vural from the TÜBİTAK (Scientific and Technological Research Council of Turkey) ERC National Contact Point.

Istanbul Gelisim University (IGU), which attaches great importance to both R&D studies and scientific projects on its way to becoming a prestigious "Research University", continues its efforts to provide research support. Organized by the Office of Scientific Research Projects, under the leadership of Istanbul Gelisim University Vice Rector Prof. Dr. Necmettin Maraşlı, who is responsible for R&D, the "HORIZON EUROPE - ERC Application Process Webinar" was held for academicians and researchers from IGU.

Projects are funded by evaluating them according to scientific excellence criteria

Standing out with the support it gives to innovative, scientific and technological projects, Istanbul Gelisim University carries out its activities with the aim of becoming a "World University". A webinar was organized by the Office of Scientific Research Projects of Istanbul Gelisim University on how scientists from IGU can get funding for their projects from the European Research Council - ERC, what the basics and evaluation criteria of project application are.

Both the researcher and the research team are supported

European Research Council – ERC annually funds high-budget and risky/reward academic research projects that are difficult to get funding from many national programs. Thanks to the Council, scientists with projects in the fields of science, natural sciences, social sciences, interdisciplinary and multidisciplinary fields can apply and receive funding support for their projects without any subject restrictions. At the same time, the European Research Council supports the project teams and the scientists who have the project by providing funding.

“WHAT IS SOCIAL MEDIA? WHAT IS NOT?” WITH YILDIRIM OZKAN

Organized by Art&Communication Design, the student club of Istanbul Gelisim University, Faculty of Fine Arts, Department of Communication and Design, Digital Media Specialist Yıldırım Özkan became the guest of the event.

Art&Communication Design Student Club, which aims to encourage students to work in the field before they graduate, to create a "communication design" culture together and to produce new projects thanks to this cooperation, organized What is Social Media? What Is Not?” event. After a general introduction to social media platforms was made at the event, which had a large participation, many different topics were discussed regarding the use of production-oriented social media and awareness of social media.

“Social media” in all areas of life!

With the developing technology, social media has become an indispensable part of our lives. In addition to entertaining and everyday sharing, social media applications used for advertising and marketing are preferred by almost all companies. In recent years, the concept of “influencer” has started to appear in many areas of communication, especially in digital marketing. With social media becoming a profession with different branches, its importance has increased. IGU Faculty of Fine Arts, which has carried out many studies in order to guide the future careers of students and to have information about the sectors, organized the event. The event, which took place with the participation of Digital Media Specialist Yıldırım Özkan, attracted great interest from the students. Sharing his experiences with the students, Özkan gave general information about social media platforms. One of the most prominent issues of today, “production-oriented” social media and awareness of social media were also discussed.

At the end of the event, Lect. Ahmet Bikic presented a plaque to Digital Media Specialist Yıldırım Özkan.