

“THE EFFECT OF PHENOMENON DOCTORS ON MEDICAL TOURISM IS GREAT”

When we think medical tourism, Turkey is among the first countries that come to mind. As in many areas, social media platforms have an essential position in medical tourism. Medical tourists can also choose from social media applications by doing research. Lect. Zeynep Özcan stated that the phenomenon doctors have had a great impact on medical tourism by capturing the target audience with the sincere bond they have established.

Medical tourism has been on the agenda in recent years. Tourists, who receive a wide range of health services from simple medical operations to serious surgical interventions, are in great demand in Turkey to receive these services as a result of basic factors such as cost, waiting time, privacy and confidentiality. Lect. Zeynep Özcan from Istanbul Gelisim Vocational School, Public Relations and Promotion Program: “Social media has an important position in medical tourism. Apart from agencies, medical tourists also conduct research on social media. The phenomenon doctors, who create a perception of "emotional bond" with patients, may be effective in the preference processes of patients.

“THEY CREATE A PERCEPTION OF EMOTIONAL BOND”

The widespread use of social media in society has popularized various professions and has also affected people's preferences. One of them is medicine for sure. Lect. Zeynep Özcan continue her words as follow: “We see that doctors who specialize in various medical sub-fields such as aesthetic surgery, general surgery, obstetrics, pediatrics, cardiovascular diseases, brain and nerve diseases are actively involved in social media platforms. Doctors who appeal to social media users with their posts on social media become phenomenon doctors as a result of healthy and successful communication processes with their target audience. Phenomenon doctors who share content that users will find original create sincerity and emotional bonds. This is a situation that may attract the attention of medical tourists. According to the findings obtained in the related research, the characteristics of the medical service offered are also frequently encountered in the posts of the doctors. The duration of the medical service, the use of new technology in the relevant service, the process and the results are conveyed in the posts of phenomenon doctors.”

THE FACT THAT PHENOMENAL DOCTORS INCLUDE MEDICAL TOURISTS IN THEIR POSTS ATTRACTS ATTENTION

Lect. Özcan stated that another remarkable finding in the research is the social media content that medical tourists are shared. “We see cases where phenomenon doctors frequently use emojis, have a presentable appearance, present sections from their personal lives, use Turkish and English language together or use English directly. In addition, details such as the fact that a phenomenon doctor among the phenomenon doctors examined in the research directly includes the message of a medical tourist, and shares a photo of a medical tourist by stating where she or he came from, are also interesting.”

FACULTY OF APPLIED SCIENCES “SIMULTANEOUS TRANSLATION LABORATORY OPENING CEREMONY” WAS HELD!

The opening ceremony of the Simultaneous Translation Laboratory organized by the Dean of the Faculty of Applied Sciences and the Department of English Translation and Interpreting was held.

Simultaneous Translation Laboratory opening ceremony was held on Monday, 8 May 2023, between 10:00-11:00 at A Block Classroom E-212 with the participation of Chairman of the Board of Trustees Abdülkadir Gayretli, Rector Prof. Dr. Bahri Şahin, Vice Rectors Prof. Dr. Nuri Kuruoğlu and Prof. Dr. Necmettin Maraşlı, Dean of Faculty of Applied Sciences Prof. Dr. Kamil Kaya, Vice Deans of Faculty of Applied Sciences Asst. Prof. Dr. Nevruz Berna Tatlısu and Asst. Prof. Dr. Sevinç Koçak, Head of English Translation and Interpreting Department Asst. Prof. Dr. Görsev Sönmez, faculty lecturers and students. The ceremony, which started with the opening speeches, ended with the presentation of Simultaneous Translation Laboratory equipment and the simultaneous translation practice.

BOTH CONSECUTIVE AND SIMULTANEOUS TRANSLATION APPLICATIONS CAN BE PERFORMED

In the Simultaneous Translation Laboratory of the Faculty of Applied Sciences, an environment has been created where students can perform both consecutive and simultaneous translation practices with the focus on interpreting. There are three cabinets in the laboratory that allow interpreting. While each of these allows two translators to make simultaneous translations in different language pairs at the same time; the seminar, conversation and interview environments can be animated and consecutive translation application can be carried out thanks to the desk microphone and mobile microphone in the laboratory. Students, who have the opportunity to put

theoretical knowledge into practice, will seek solutions to translation problems that may arise during translation with these simulations.

HI-TECH DICENTIS SYSTEM HAS BEEN USED

The state-of-the-art DICENTIS system developed by Bosch, a multinational technology and engineering company, is used in the Simultaneous Translation Laboratory. This system is a conference system designed to facilitate communication and cooperation between participants in meetings and conferences. The DICENTIS conference system consists of various components such as wired and wireless interpretation units (Translator Headphones, Digital Modulator, Sound Processor and Switch Unit) and multimedia devices (8-Channel Digital Infrared Pocket Signal Receiver, Radiators). The conference units are equipped with high quality microphones and speakers that provide clear sound for the participants in the meeting. Thanks to the mobile signal receiver and earphones, 40 students can listen to the translations made in the cabins on any channel.

The Simultaneous Translation Laboratory with 3 cabins and a capacity of 52 students started to be used for the courses of the Department of English Translation and Interpreting as of the 2022-2023 Spring Semester.

“GLUTEN-FREE DIET MUST BE PROVIDED FOR CELIAC PATIENTS IN NATURAL DISASTER SITUATIONS”

Students of Istanbul Gelisim University, Faculty of Applied Sciences, Public Relations and Advertising Department signed an extremely important situation with the slogan "Do not Let Celiac Become a Second Natural Disaster" on 9 May 2023 World Celiac Day. Within the scope of the social responsibility project, issues such as what celiac disease is, the diet of celiac individuals, how to coordinate the needs of celiac individuals in natural disasters, and how non-governmental organizations, especially government institutions, should act proactively on this issue were discussed. Ankara Celiac Association President Mehmet Tarriseven stated that gluten-free diet must be provided for celiac patients in natural disaster situations.

The information and awareness webinar held online within the scope of the project in order to raise awareness for celiac patients who experienced great difficulties, especially after an earthquake that took place in Kahramanmaraş on February 6, 2023 and affected 10 provinces. In the organization, which was carried out under the coordination of Istanbul Gelisim University (IGU) Faculty of Applied Sciences, Public Relations and Advertising Department Head Assoc. Prof. Dr. Emel Tozlu Öztay, it was underlined that celiac disease is a digestive disease and gluten sensitivity of celiac individuals can result in death. Chairman of the Board of Trustees Abdülkadir Gayretli and Rector Prof.

Dr. Bahri Şahin stated that they support all projects that can be realized on a voluntary basis.

“CELIAC PATIENTS MAY FACE DEATH WHEN THEY CONSUME GLUTEN”

Within the scope of the project, Ankara Celiac Association President Mehmet Tanrıseven, Celiac and Organic Nutrition Association President Halim Şivecan, and Assoc. Prof. Dr. Halime Pulat Demir from IGU Nutrition and Dietetics Department were present as invited speakers. Student participation and interest was intense. As part of the speech, Ankara Celiac Association President Mehmet Tanrıseven said: “One out of every three people is at risk of developing celiac disease due to gluten intolerance. This shows that in disaster situations, one out of every three people is facing celiac disease. Celiac patients can face death when they consume gluten. Hence, all non-governmental organizations, especially government institutions, must include a gluten-free diet structure in their natural disaster management plans because in these situations, gluten-free diet must be provided for celiac patients.”

“EVEN THE SNACKS ARE TOO EXPENSIVE”

Halim Şivecan, President of the Celiac and Organic Nutrition Association stated the following about the issue: "People with celiac have financial difficulties in terms of their nutritional needs, the price of even the smallest snacks is very expensive. People with celiac disease have a very limited social life. Today, it is very difficult for a child with celiac disease to celebrate his/her birthday, for university students to eat something with their friends in the school canteen. Moreover, we even encounter children who have never eaten chocolate in their life. State policies need to be restructured taking these situations into consideration.”

"BLACK SEA GRAIN INITIATIVE" STRENGTHENS TÜRKİYE'S POSITION AS AN INTERNATIONAL ACTOR

On May 10–11 in Istanbul, four-party talks between Ukraine, the Russian Federation, the United Nations, and Türkiye came to an end. Asst. Prof. Dr. Bahlul ALIYEV from the Faculty of Applied Sciences at Istanbul Gelisim University evaluated the situation and stressed the relevance of the talks on a regional and worldwide level, noting that Türkiye's importance as a global player is growing daily.

“TÜRKİYE MAKE GLOBAL FOOD CRISIS STOPPED”

The grain crisis, which was sparked by the outbreak of the Ukraine-Russian conflict and Russia's invasion of Ukraine's Black Sea coast, could result in a

global food shortage. According to Dr. Aliyev, "27 million tons of grain stuck in Ukrainian ports caused global concern, however Russian initiatives were rejected." The Republic of Türkiye was convinced to build a corridor for the shipment of grain under the supervision of the Joint Coordination Center created in Istanbul as part of the agreement negotiated between the Republic of Türkiye and the UN thanks to Türkiye's initiatives. In this situation, Türkiye contributed to stop the severe worldwide food crisis.

"GRAIN EMBARGO IS SIGNIFICANT WINNING TOOL FOR RUSSIA"

Dr. Aliyev stated that the grain stuck in Ukrainian ports is a pressure tool for Russia against the West and continued his words as follow: "Russia actually delayed using an important trump card by allowing the shipment of Ukrainian grain via the Black Sea with the agreement reached on July 22, 2022. While this contributes to the reliable image of Türkiye, it also increases its global significance. While the grain problem could be a serious trump card for Russia against the West, a corridor was opened to the world thanks to Türkiye's initiatives. It served to keep food prices stable for a long time."

"TÜRKİYE IS KEY ACTOR IN AGREEMENTS"

Aliyev remarked the following: "The Istanbul negotiations are once more encouraging. In actuality, the agreement was extended by 60 days from its original expiration date of March 18, 2023. This indicates that the agreement will end on May 18. The Turkish side's actions led to the decision that the discussions held in Türkiye were productive and would continue in a four-way format. Naturally, the Russian side has some requests as well, and making a decision in such a difficult circumstance would not be simple. The topic is examined not only from a humanist standpoint but also from a tactical one. When all of them are considered, Türkiye once again appears as a major player."

AT THE R&D ACTIVITIES AND FUTURE PLANNING MEETING, IT WAS ANNOUNCED THAT IGUTEKMER IS ON ITS WAY TO BECOMING A TECHNOPARK

2022-2023 Academic Year Evaluation Meeting was held by Istanbul Gelisim University Faculty of Economics, Administrative and Social Sciences and the Rectorate.

"FEAS 2022-2023 Academic Year Evaluation Meeting", chaired by Istanbul Gelisim University Rector Prof. Dr. Bahri Şahin, was held with the participation of Vice Rector Prof. Dr. Nuri Kuruoğlu, Vice Rector Prof. Dr. Necmettin Maraşlı and Secretary General Assoc. Prof. Dr. Serdar Egeli, Dean of the Faculty of Economics, Administrative and Social Sciences Prof. Dr. Kenan Aydın, Vice

Deans of the Faculty of Economics, Administrative and Social Sciences, and department heads of 27 departments within the faculty.

EVALUATION OF ACADEMIC PROJECTS AND PUBLICATIONS ARE MADE

In the meeting held on Tuesday, May 9, 2023, between 11:00 and 13:00, Dean of the Faculty of Economics, Administrative and Social Sciences Prof. Dr. Kenan Aydın gave information about the performance evaluations and targets of the faculty members. Aydın shared the numerical values about the number of students and academicians in the faculty, and then evaluated the academic publications and projects carried out by the academic staff. Then, he discussed the future goals of the Faculty of Economics, Administrative and Social Sciences. In addition, Prof. Dr. Aydın gave information about Istanbul Gelisim University technology center IGUTEKMER, emphasizing that the center, which is on its way to becoming a TECHNOPARK, is always open to faculty members and students.

The meeting ended with Prof. Dr. Rector Bahri Şahin expressing his views on academic publications, incentives and the development of graduate coordinatorship.

FHS ANNOUNCED THE RESEARCH CONDUCTED IN BOTH NATIONAL AND INTERNATIONAL DOMAINS DURING THE CONFERENCE ON EDUCATION, R&D ACTIVITIES, AND FUTURE PLANNING

The Faculty of Health Sciences (FHS) at Istanbul Gelisim University and the Rectorate held an evaluation meeting for the 2022–2023 academic year.

The meeting was led by Rector Prof. Dr. Bahri Sahin; Vice Rector Prof. Dr. Nuri Kuruoglu, Vice Rector Necmettin Marasli and Dean of the Faculty of Health Sciences Prof. Dr. Rifat Mutus, Vice Dean Asst. Prof. Dr. A. Yuksel Barut, Vice Dean Assist. Prof. Dr. S Arda Ozturkcan and the heads of 14 departments in the FHS participated.

MORE APPLICATIONS AND WORK FOR PROJECTS

Rector Prof. Bahri Sahin offered comments about the advantages of the AVESIS and BAPSIS programs, which were implemented particularly in the field of Research-Development and Projects, when discussing the future objectives of Istanbul Gelisim University and the new practices and activities. Sahin noted the value of fostering more cooperation between academics and industrialists by pointing out the advantages of the region's industrial districts, where the institution is situated. In order to increase the number of graduating students who belong to IGU, Rector Prof. Bahri Sahin said that improving communication with graduates and turning on the graduate tracking system

would be effective. He also made information about increasing the number of national and international research by highlighting the need to increase project applications and project work as well as to motivate students for project work.

NATIONAL AND INTERNATIONAL STUDIES

In his presentation on the IGU TTO and IGUTEKMER centers, Vice Rector Prof. Dr. Necmettin Marasli stressed the need of pointing out application and research centers to students. Vice Rector Prof. Dr. Nuri Kuruolu provided details on educational activities for 2022–2023 and made speeches; Dean of the Faculty of Health Sciences Prof. Dr. Rfat Mutus gave a presentation and discussed the meeting's agenda items. 3932 students were enrolled in the FHS overall during the aforementioned educational term, according to Dean Mutus, who also included in his address the number and qualifications of the academic staff according to departments. Since 2021, according to Mutus, there have been 9 projects, 68 national and 159 international papers, 12 international and national 8 book-book chapters, and 12 national and 22 international congresses.

In the course of the conference, Rector Prof. Dr. Bahri Sahin spoke to the heads of each department, summarizing their research and objectives for each under the headings of education-teaching activities, R&D studies, and the academic year 2023–2024.