



ISTANBUL  
**GELISIM**  
**UNIVERSITY**

AUGUST 2023



ISTANBUL  
**GELISIM** **UNIVERSITESI**

# FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

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

[www.gelisim.edu.tr](http://www.gelisim.edu.tr)

0 212 422 70 00



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# HAPPY ANNIVERSARY OF AUGUST 30 VICTORY DAY!





ISTANBUL  
**GELISIM**  
**UNIVERSITY**

AUGUST 2023

# Welcome

to Our Students Who Prefer  
Faculty of Applied Sciences for  
the 2023-24 Academic Year!



## NEWS FROM IGU

# IGU's Rise in URAP World University Rankings Continues!

The '2022-2023 World Area Ranking 2022-2023' data prepared by METU University Ranking by Academic Performance Laboratory (URAP), where universities with the highest academic performance are ranked, has been published. According to the report prepared by taking into account the "World's Best Universities" lists, Istanbul Gelisim University rose 492 places to 2299th in the world and 73rd among Turkish universities.

URAP Research Laboratory listed the best universities in the world according to different fields of science in the 2022-2023 field ranking, which was prepared to draw attention to the strengths and aspects of universities open to improvement. The impact of universities' articles, total documents and citations in the relevant field and international cooperation criteria were the main criteria used in the URAP field rankings. In the report, in which 206 higher education institutions from Turkey were evaluated, IGU continued its successful rise in the list since 2020.

Ranked 73rd among Turkish universities

Ranked 2791st in the world in the '2021-2022 World Area Ranking' data, IGU rose 492 places in the newly published '2022-2023 World Area Ranking' report and ranked 2299th in the list. Istanbul Gelisim University, which showed this successful rise in the world rankings in the list of universities in Turkey, rose 60 places compared to the previous year's data and ranked 73rd in Turkey.



## NEWS FROM FoAS

### Assist. Prof. Dr. Muzaffer akmak has been appointed to the Gastronomy Department!

He started his undergraduate education in 2011 and graduated from Sakarya University (SAU) Faculty of Business Administration, Department of Tourism Management in 2015. He completed his master's degree, which he started at SAU Social Sciences Institute, Department of Tourism Management in 2015, by publishing his thesis titled "A Comparative Research on the Content of Main Dishes of International Cuisine" in 2017. He started his doctorate education in Sakarya University of Applied Sciences Graduate Education Institute, Department of Gastronomy and Culinary Arts in 2018, defending his thesis study titled "The Relation of Participation in Gastronomy Festivals, Motivation and Satisfaction" on March 15, 2023 and received his PhD degree.



### Former Assist. Prof. Dr. Ali elik Given the Title of Associate Professorship!

FoAS Faculty Member former Assist. Prof. Dr. Ali elik has been given the title of Associate Professor as of August 2023.

**Congratulations to our esteemed faculty member for his success!**

## EVENTS

### “Sharing of Social Responsibility Application and Research Center Project Results” Event was Held...

An event was held on “Sharing Project Results” at Istanbul Gelişim University Social Responsibility Application and Research Center. This seminar, in which experiences are shared within the scope of EU Erasmus KA2 projects implemented for disabled individuals, was held on Wednesday, 23.08.2023 at 13.00 at K Blok Finans Auditorium.

In the event attended by the officials of EU projects units from Istanbul Governorship, Istanbul Metropolitan Municipality and Istanbul Beylikdüzü Municipality as external stakeholders, SSUAM Director Assist. Prof. Dr. Melike Çetin made evaluations about the outcomes of these projects.



 ISTANBUL  
GELİŞİM  
ÜNİVERSİTESİ

**Seminer**

**SOSYAL SORUMLULUK  
UYGULAMA VE ARAŞTIRMA MERKEZİ  
PROJE SONUÇLARININ PAYLAŞIMI**



 **23 Ağustos, 2023**  
**Çarşamba**

 **13.00**

 **K Blok Finans Oditoryum**

gelsim.edu.tr  @gelsimedu  @igugelsim



## ACADEMIC BOOKS

*"News Literacy: Basic Concepts and Current Discussions" met with the reader...*



The book titled "News Literacy: Basic Concepts and Current Debates" edited by Assist. Prof. Dr. Hande Ulusoy from Istanbul Gelisim University Faculty of Applied Sciences, Department of Television Journalism and Programming and Assit. Prof.Dr. İpek Tok from Bandırma Onyedi Eylül University Ömer Seyfettin Faculty of Applied Sciences, Department of New Media and Communication was published by Literatürk Publications in August 2023.

Link to access the book:

<https://www.babil.com/haber-okuryazarligi-kitabi-hande-ulusoy-ipek-tok>

*The book chapter titled "A Conceptual Analysis on News Literacy and Personalized News in the Age of Algorithm" was published...*



From the Department of Television Reporting and Programming, Assit Prof. Dr. Hande Ulusoy's book chapter titled "A Conceptual Analysis on News Literacy and Personalized News in the Algorithm Age" was published by Literatürk Publications as "News Literacy: Basic Concepts and Current Discussions" published by Literatürk Publications.

Link to access the book:

<https://www.babil.com/haber-okuryazarligi-kitabi-hande-ulusoy-ipek-tok>

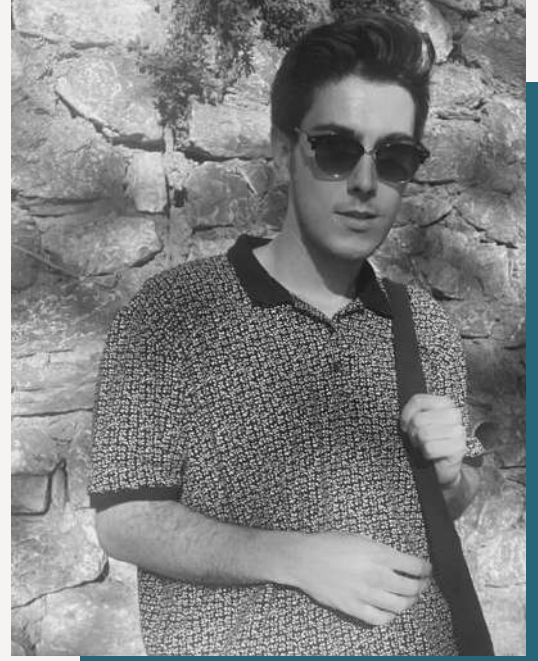
## NEWS FROM OUR ALUMNI

### Mert Öztürk

Hello! I'm Mert Ozturk!

As a vocational high school graduate, I always thought that I would be a tourism professional. I think that I will not have given up on this decision I made at the age of 14, when I turned 18, as my first university adventures were in the field of tourism. Yes, I said adventures. Because Istanbul Gelişim University is the fourth university I came to after I decided to give up the field of tourism. Although we can say that; My first university after deciding to become an advertiser.

I would like to continue from here by telling how active my university life was. But I don't think I'm any different from a standard student trying to graduate from the Advertising Department. I can only say that maybe I was there not just to graduate but to become a really good advertiser.



The first two milestones in my adventure as an advertiser are Head of Public Relations and Advertising Department Assoc. Prof. Dr. Emel Tozlu Öztay and Assist. Prof. Dr. Sinem Eyice Başev. Of course, it was not a coincidence that they made someone an advertiser, but the fact that I was their student was the best coincidence that made me an advertiser. I would like to thank them for not hindering me in my effort to talk about subjects that are difficult to talk about, for making me experience the challenges of working life while I was still at school, and for keeping their smiling faces even in the most ridiculous questions/answers.

In my working life, I had the opportunity to meet with very good advertisers. I have worked in places where I can freely express my opinion, oppose ideas without fear, and are open to all kinds of life views, focused only on creativity. Unfortunately, this is not an area that is very common these days. This is one of my greatest chances.

Today, I work as a copywriter at Blab, a very good agency in Turkey. I left behind my 2nd year in the profession. I have written and am writing for brands that we all know and know. Is this a success? It is not. At least I think. To me, it is nothing but a chain of coincidences arising from wanting too much.

Thanks for all the coincidences. I also thank you for reading.



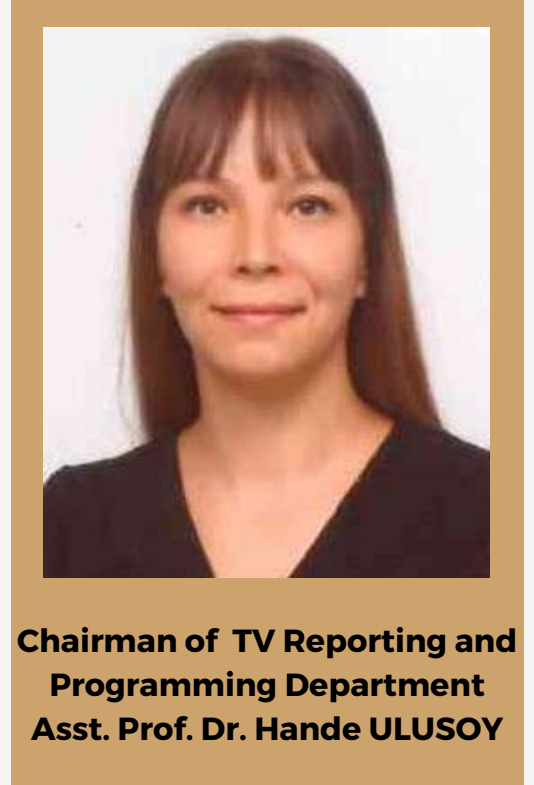
## GUEST WRITTER

### Green Skills for Youth: Towards a Sustainable World...

International Youth Day is celebrated on August 12 every year in order to raise awareness about the problems of youth by addressing these problems. The United Nations General Assembly adopted the recommendation of the World Conference of Youth Ministers in 1999 to declare 12 August as International Youth Day. The Youth Day celebrations, which took place for the first time in 2000, later turned into an organization that takes place every year on a world scale.

This year's theme of World Youth Day, which has been working on different themes since 2000, is "Green Skills for Youth: Towards a Sustainable World". Specifically, this theme was chosen because of the need to strengthen the capacity of the international system to act together and implement solutions to pressing challenges and threats. With this year's theme, International Youth Day focuses on green skills and sustainability and aims to evaluate how young people's participation at local, global and national levels can be significantly increased for a sustainable environment.

Today, the world is entering a green transition. The transition to an environmentally sustainable and climate-friendly world is making the development of green skills in society more and more important. The United Nations defines green skills as "the knowledge, skills, values and attitudes needed to live, develop and support a sustainable and resource-efficient society". Green skills, which are also expressed as the skills required for activities based on environmentally friendly practices and sustainability principles, include the skills that individuals should have in a climate-friendly world where it is aimed to reduce environmental impacts. Developing these skills is important for promoting sustainability, tackling climate change and protecting the environment.



**Chairman of TV Reporting and  
Programming Department  
Asst. Prof. Dr. Hande ULUSOY**

## GUEST WRITTER

According to United Nations world population estimates, 16 percent of the world's population consists of young people between the ages of 15 and 24, and there are approximately 1.2 billion young people worldwide. By 2030, the target date of the UN Sustainable Development Goals, it is estimated that the number of young people will increase by 7 percent and reach approximately 1.3 billion. Green skills, which are also expressed with related concepts such as “skills for the future” and “skills for green jobs”, although important for people of all ages, make the role of young people more effective in the transformation, who can contribute to the green transition process for a longer period of time. This year's theme of 12 August International Youth Day reminds us of the importance of enabling young people to acquire and apply skills in the emerging green economy. In the words of United Nations Secretary-General Guterres, “Humanity needs the unlimited energy, ideas and contributions of young people everywhere. Let's support and stand by young people today and every day in shaping a just and sustainable world for people and the planet”. Happy World Youth Day to all young people!

### References

- <https://turkiye.un.org/tr/241357-guterres-s%C3%BCrd%C3%BCr%C3%BClebilir-bir-d%C3%BCnya-i%C3%A7in-gen%C3%A7lere-ye%C5%9Fil-beceriler-kazand%C4%B1ral%C4%B1m>
- <https://www.ekoiq.com/12-agustos-uluslararasi-genclik-gunu-gencler-icin-yesil-beceriler/#:~:text=Her%20y%C4%B1l%2012%20A%C4%9Fustos'ta,Bir%20D%C3%BCnyaya%20Do%C4%9Fru%E2%80%9D%20olarak%20belirlendi.>



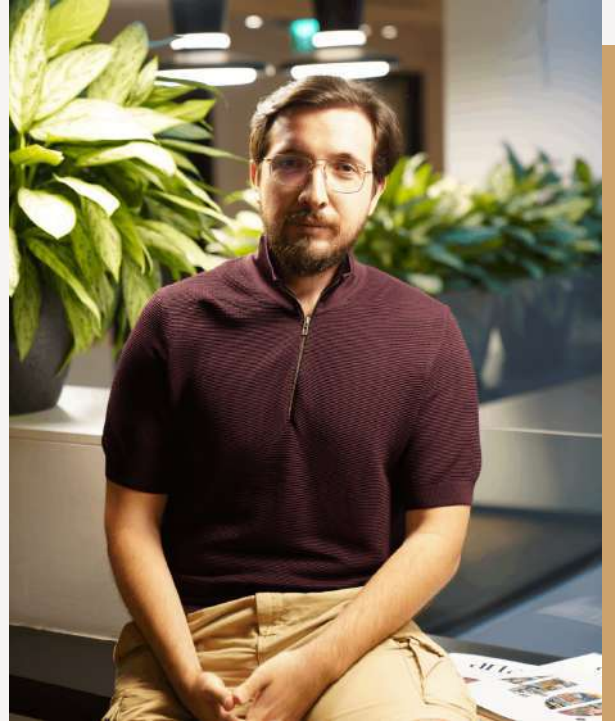
## INTERVIEW

### YOUNG ENTREPRENEUR and FOUNDER of uzmancoin.com: BURAK KÖSE

*“Many opportunities come from new trends,  
and those who recognize those trends in time  
are one step ahead”.*

**Thank you for accepting our interview request for FoAS Monthly e-Bulletin. First of all, could you tell us a little bit about yourself? As a young entrepreneur, how did you decide to establish Uzmancoin?**

After graduating from university, I started my first journalism experience at Fanatik Newspaper's internet service. I worked there for about 6-7 years. The time I spent there contributed significantly to my understanding of the dynamics of internet journalism. I have also been following technology trends closely since the past. My interest in this field led me to meet Blockchain technology and of course Bitcoin in 2017. As I wanted to deepen my research, I realized the inadequacy of Turkish resources. Thus, I launched Uzmancoin, one of the first in Turkey. My intention was to help those like me who could not get answers to their questions and at the same time provide an accurate, up-to-date and fast news flow to those interested.



## INTERVIEW

**What do you think about young people's use of new media tools? Are they using them correctly? Is there a roadmap you can suggest for them to seize the opportunities?**

This is a very important and topical issue, but to say that new media tools are being used "correctly" or "incorrectly" can be very relative. Just like everything has its pros and cons, new media tools have their own advantages and disadvantages. Thanks to social media, young people are becoming more aware of world events and can express their creativity on various platforms. However, they need to be careful about time management. Also, safety and privacy is an important issue. It is very important for young people to understand that they should not share information that could expose them or their families to dangerous situations.

Here is a roadmap I would suggest for them to take advantage of the opportunities: They should definitely get digital literacy training. This will enable them to critically evaluate the information they receive in an online world full of information garbage and manipulation. On the other hand, I recommend them to manage their time properly when using new media tools. They should not overdo it. And of course, they should keep their perception open when it comes to following trends. Many opportunities arise from new trends, and those who recognize those trends in time are one step ahead.

**Does the consumption of information flow between generations X-Y-Z increase the intergenerational knowledge and perception gap?**

Definitely, there are noticeable differences in information consumption between generations X, Y and Z. The main drivers of these differences are often the rapid advancement of technology and the socio-cultural dynamics that shape the zeitgeist. For example, while radio, television and newspapers may be the first sources of information that come to mind for Generation X, Generation Y has experienced the golden age of the internet and has grown up with blogs and social media channels. For Generation Z, the situation is much more radical, with an almost completely digitized life. Platforms such as TikTok and Instagram can influence young people's worldview even with fast-consuming 'micro-information'.

These diverse information consumption habits, of course, lead to a generational shift in perspective. For example, for Generation Z, accessing information on a topic is almost at their fingertips, but this speed also makes it difficult to do in-depth research or analysis. Generation X, on the other hand, is perhaps slower but has the opportunity for deeper information discovery, as they may have accessed this information through more traditional sources, what we call 'slow media'.

## INTERVIEW

These generational differences in information consumption certainly create a 'gap of understanding'. But it is important to remember that this is only one of many factors that contribute to the differences. So yes, this diversity in information consumption is certainly widening the gaps between generations.

**Within the scope of new media, it can be said that the openness of social media to the content production of its users and the increase in their sphere of influence have started to reduce the demand for traditional media. What are your thoughts on this subject? Which areas would you advise young people to turn to?**

Traditional media is undergoing a major transformation and this transformation started 20 years ago. It is still going on. Traditional media organizations are trying to keep up with this transformation and I can say that some of them have succeeded.

On the other hand, I disagree with the idea that traditional means of communication will eventually disappear completely and everything will exist on the internet. Radios, magazines, newspapers still exist and will continue to be in our lives. Television is still number one in reaching the masses with information. Therefore, there will always be opportunities in these areas.

As for social media being open to users' content production, yes, this affects the dynamics of traditional media. Now anyone can have a YouTube channel, write a blog or reach thousands of people on Instagram with a smartphone. So we are experiencing a democratic evolution in terms of journalism and content production, but at the same time the risk of disinformation and the spread of poor quality content has increased. In this environment, I think the value of communicators who use new media tools effectively, question, research, look critically and have a principled approach will increase.

My advice to friends would be this: If they are considering a career in media and communications, it would be a good way to diversify their skills, both to understand traditional media mechanisms and to be able to use new media tools effectively. I would advise them to be creative, understand technology and data analytics and develop their skills, especially in storytelling.



## INTERVIEW

**What are your suggestions for students who are about to graduate or have already graduated to use new media tools more effectively and efficiently?**

In addition to producing written content, I recommend them to be competent in different formats such as video and visual editing, podcast creation. Data analytics is a field that is becoming more and more important every day and they can see great benefits when they acquire this skill. It is necessary to learn at least basic data analytics to understand which types of content get more engagement. This will help them shape their content strategy. In addition, as we just mentioned, they may not get the results they initially hoped for, as every social media user is competing with every other social media user when it comes to content production. Therefore, it is important to produce content persistently. If possible, it is even better to create a content calendar. Finally, I would say that social media is an opportunity not only to produce content, but also to build a community and interact with other people. Keeping this in mind, interacting with them will pave the way for them to reach a much wider audience after a while.

**Thank you very much for taking the time and providing comprehensive information for the monthly e-bulletin.**

It's my pleasure.

### BURAK KÖSE

**Burak Köse graduated from Istanbul University, Faculty of Communication, Department of Journalism in 2016. After working for 6 years in mainstream media, he became one of the founding members of uzmancoin.com. He has been working as a cryptocurrency journalist since May 2017.**



## ERASMUS+

### An Erasmus+ Experience in a Balkan State

*Hello, I am Nevra Üçler, Research Assistant at Istanbul Gelişim University, FoAS Public Relations and Advertising Department. I would like to share with you my visit to the University of Business Academy in Novi Sad in Belgrade, the capital of Serbia, as part of Erasmus+ Staff Mobility, and my experiences there.*

I was able to provide transportation to the city of Belgrade after a long journey by transferring from Istanbul to Ankara. Although my journey was tiring, it was enjoyable, I was experiencing the excitement of seeing a new country. We had a program before the mobility with Prof. Dr. Dragan Ćalović, Erasmus+ coordinator, Dean of the Faculty of Fine Arts. In line with this program, I first interviewed him. Ćalović informed about the departments, curricula, applied courses of the university and the practical courses of the faculty, and shared information about the exhibition they were preparing to evaluate them. Likewise, I informed them about the curriculum, applied courses, internship and other education and training activities of Istanbul Gelisim University FoAS Department of Public Relations and Advertising. During this process, I had the opportunity to exchange ideas about applied courses and possible future collaborations.

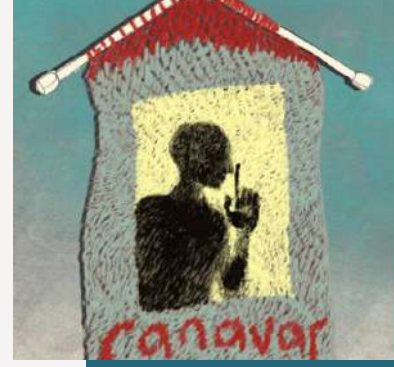


Located at the intersection of the Danube and Sava rivers, Belgrade is a city that should be visited with its nature, history and cultural heritage. This city, which hosts many visitors especially due to its visa-free travel opportunity and its proximity to Turkey, is becoming the focus of attention of tourists because it is called the gate of Europe. Nikola Tesla museum, Kalemegdan, Serbian National museum, Republic square and many churches, cathedrals and parks that I cannot count are among the places to visit in the city. I recommend the administrative, academic staff and students to participate in the Erasmus+ program as it contributes to getting to know different cultures, providing international cooperation, and carrying out academic and sectoral studies.

## CULTURE - ART

### Theatre: Monster

With the reunion of novelist Kemal Sönmez and his cousins, Aslı and Derya, whom he hasn't seen for years, hidden family secrets are revealed years later. The play, starring Tülin Özen, Gülçin Kültür Şahin and Hakan Emre Ünal, will meet with the audience at Zorlu PSM %100 Studio on the evening of September 24.



### Istanbul Rooftop Festival - September 9 - Various Venues



HEADLINERS  
KALABRESE XINOBİ  
MARCEL VOGEL  
OCEANVS ORIENTALIS  
ALİ KURU  
PALMIYELER HEADWATERS  
MENACHEM 26

VENUES  
KLEIN-GARTEN  
THE ROOF AT THE RITZ-CARLTON  
KASTEL TERAS  
SWISSÖTEL THE BOSPHORUS 16 ROOF  
LOS ALTOS VV ISTANBUL SECRET GARDEN  
ZOE GARDEN RIXOS PERA SIMONE

9 SEPTEMBER 2023 / SATURDAY

Rooftop Festival celebrates its 9th anniversary! Rooftop Festival, which comes to mind this year as every year when it comes to Istanbul events in September; For a wonderful experience where you can listen to the performances of famous artists such as Palmiyeler, Oceanvs Orientalis, Ali Kuru, Marcel Vogel all day long, as well as discover different terrace venues and tastes in Istanbul, will be with you on the evening of September 9th!

### Galataport – “The Little Prince 80th Anniversary Special Exhibition”

Written by the French writer Antoine de Saint-Exupéry and telling the world of adults through the eyes of a child, The Little Prince is at Galataport with its 80th anniversary special exhibition. In the exhibition, which is decorated with a UV special lighting system and neon decors, visitors will have the opportunity to pass under the giant sun and write their dreams on the stars of The Little Prince and place their stars in the sky. In Galataport Istanbul Little Prince Exhibition, which brings together the reflections of imagination with technology; From the giant rose garden to 3D planets, the fox, the animatronic snake and other characters, the visitors will be a part of the fairy tale with interactive activities and eye-catching decorations.





## CULTURE - ART

### PRINCE ISLANDS

With the weather starting to cool slightly, it's time to visit the Islands. The Islands, which are very lucky due to their geographical situation, are very rich in terms of places to visit. Whichever island you go to, you can find yourself among the trees. With the arrival of autumn, the green leaves turn yellow and reveal the romantic atmosphere of nature. Your sea view is everywhere.



### Aya Yorgi Church



The original name of the church is “Agios Georgios Greek Orthodox Monastery” and it was built in 1751. The icon of St. George is one of the most valuable objects to be seen in the church. Aya Yorgi, to whom the church is dedicated, is a believer who was killed in the 3rd century BC for being a Christian. Another important feature of the church is that it is one of the two cross points accepted by the Christian world in Turkey. Another is the House of the Virgin Mary in Ephesus.

It is one of the most attractive visiting points of Büyükada. Of course, don't forget to make a wish, who knows, maybe it will come true 😊 We would like to point out that you have to coincide your trip with the months of April 23 and September 24 to make a wish.

### Venue: Coq Roti, Beşiktaş

CCoq Roti was opened on Şair Leyla Street in Beşiktaş. It is a very assertive restaurant in chicken frying. The concept was designed by Chef Umur Soylu, inspired by Portuguese immigrant cuisine. In the restaurant, chicken-potato-salad products are served on a single plate as the main course. They recommend their potatoes and salads as well as their chicken products. If you want to have a dessert after your meal, keep the 'pastel de nata' dessert in mind.



**Source:**

<https://www.oggusto.com/gastronomi/istanbul/istanbulun-en-yeni-mekanlari-2021>

## BOOK RECOMMENDATIONS

**Res. Asst. Ensar Macit**

**Department of English Translation and Interpreting**

### The Call of Cthulhu / H.P. Lovecraft

"The Call of Cthulhu" by American author H.P. It is a short story written by Lovecraft. The work was first published in "Weird Tales", one of the underground magazines, in 1928. It is considered one of Lovecraft's most iconic and influential works and is one of the foundational works of the cosmic horror genre.

The story is a series of interconnected narratives presented as a series of documents and narratives compiled by an anonymous narrator. These descriptions have been obtained from various sources and contain different information about the mysterious and malevolent entity known as Cthulhu.

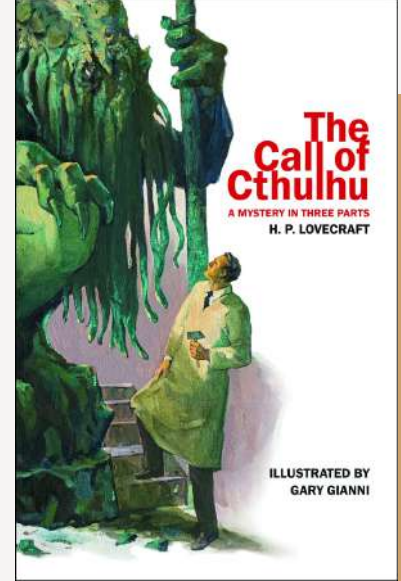
The narrative follows a non-linear structure that jumps between different time zones and places, all connected to the theme of Cthulhu's impending return to earth. The story is divided into three parts, each revealing a layer of mystery.

**Fear in Clay:** This episode features the narrator's investigations of the strange events surrounding his late uncle's investigation. His uncle was investigating a cult that worshiped the ancient cosmic god Cthulhu, who was said to be dormant under the sea in the sunken city of R'lyeh. In the details of the narrative, the reader encounters strange statues and strange dreams that point to Cthulhu's awakening.

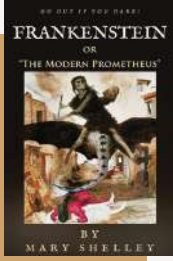
**The Story of Inspector Legrasse:** This chapter is presented as a manuscript describing an earlier event in 1908 involving a New Orleans police inspector who encountered a cult that practiced rituals that worshiped Cthulhu. The cult's practices are intertwined with ancient, otherworldly beliefs and rituals, suggesting a connection to Cthulhu's power and influence.

**Madness from the Sea:** In the last part of the story, the life of a Norwegian sailor named Gustaf Johansen is told. His diaries detail the horrific events that took place during his journey to R'lyeh and his discovery of the sunken city and the gigantic, nightmarish entity, Cthulhu. Johansen's account reveals that Cthulhu is asleep but not dead, and his existence is incomprehensible to human understanding. "The Call of Cthulhu" is most famous for Lovecraft's creation of the Cthulhu Myth, a fictional universe that characterizes the effects of ancient and extraterrestrial powerful beings and the insignificance of humanity in the face of these cosmic horrors. Lovecraft's style deals with the unknown and the unspeakable, revealing the fear and dread of the unknown.

Overall, "The Call of Cthulhu" is an eye-opening book that has left a lasting impression on horror literature, inspiring countless writers, filmmakers, and artists to explore themes such as cosmic horror, existential horror, and the limits of human understanding in the face of vast, ancient and reckless cosmic forces. is work.



## **Other books recommended by Res. Asst. Ensar Macit from the Department of English Translation and Interpreting ...**



### **Frankenstein ya da Modern Prometheus/Mary Shelley**

Frankenstein is a gothic masterpiece that goes far beyond its time and continues to captivate readers with its diverse themes and profound exploration of human nature. Published in 1818, this novel is often considered the first written science fiction work, but its significance goes far beyond genre classification.



### **Time Regulation Institute/Ahmet Hamdi Tanpınar**

The Time Regulation Institute is a critical novel describing the liminality of Turkish society between East and West, which is in the middle of the westernization activities that intensified with the collapse of the Ottoman Empire and the birth of the Republic. The novel enters the inner world of the protagonist Hayri İrdal, revealing his inner struggles and his disappointment with the world he finds himself in. Tanpınar deftly depicts the psychological complexities of his characters, offering insights into the emotional tolls of an orderly lifestyle. He criticizes how the people in the novel are inclined towards superstitions, how they try to make easy money by dealing with alchemy, stealing, and claiming undeserved inheritances instead of having a profession and earning money.



### **Translation Studies Reader/Lawrence Venuti**

This anthology translation, edited by Lawrence Venuti, is one of the main works in the field of his studies and consists of various articles covering various theoretical approaches and historical periods. By bringing together various perspectives, Venuti allows readers to explore the key concepts that have shaped and still dominate translation studies, the role of the translator, and the impact of power dynamics in translation. The development of this work area

It is an indispensable resource for anyone who wants to understand the theory and theoretical foundations in depth.



### **Descriptive Translation Studies and Beyond/Gideon Toury**

The work of Gideon Toury has played an important role in shaping translation studies and has charted the roadmap for Descriptive Translation Studies, which focuses on analyzing translation as a cultural and sociological phenomenon. This book sets out the principles of descriptive studies and draws attention to the need to study translations as products of cultural contexts. Toury's framework is an effective approach that encourages researchers to consider translation as a dynamic process influenced by norms, expectations and cultural factors.



### **Translation and Culture Homi K. Bhabha**

In this seminal work, Homi K. Bhabha examines the complex relationship between translation and culture and focuses on how translation mediates cultural interactions and power dynamics. Bhabha's insights delve into the complexity of language, identity and colonialism, shedding light on how translations shape and reshape meaning across cultural boundaries. This book is one of the foundational works that encourages scholars to view translation as an important mechanism for translating cultural differences in an increasingly interconnected world.

## NEWS FORM SECTOR

### **Chinese SF Cargo Announces New Route...**

SF Airlines, China's largest air cargo carrier by fleet, has launched a new air cargo route connecting Port Moresby, the capital of Papua New Guinea, with Shenzhen in southern China. The Shenzhen-Port Moresby route, launched on Sunday, is SF Airlines' first cargo route to reach Oceania, expanding its global air cargo service network covering Asia, Europe and North America, the company said in a statement. Headquartered in Shenzhen, SF Airlines is the aviation branch of SF Express, China's leading courier organization. SF Airlines operates a fleet of 84 cargo aircraft connecting more than 90 destinations at home and abroad.

**Link:** <https://www.airporthaber.com/havacilik-haberleri/cinli-sf-cargo-yeni-rotasini-duyurdu.html>, 21.08.2023.

### **IC Holding's Airport Move in Vietnam...**

A consortium including Turkish company IC Holding has won the tender for the \$1.5 billion first phase of the Long Thanh International Airport in Vietnam's Dong Nai province. The project details for the airport, which will be built right on the coast of Ho Chi Minh City, the most populous city of the country, have become clear. The Long Thanh International Airport in Dong Nai province, which will be built with a project worth 336 trillion Vietnamese Dong, approximately 15 billion dollars, will be completed in stages in 2025. The tender process for the first phase of the airport, which will have a total capacity of 100 million passengers, was completed recently. The 1.5 billion dollar first phase was won by a consortium including Turkish company IC Holding. The first phase will include a single runway and terminal and will be completed in 2025. The project, which will be undertaken by a consortium of Turkish companies, will serve 25 million passengers.

**Link:** <https://www.airturkhaber.com/haberler/ic-holdingden-vietnamda-havalimani-hamlesi/E.T>, 21.08.2023.

### **The Banking of the Future, Akbank and HUAWEI Break New Ground in the Mobile Payment Category...**

With the innovation-oriented work of the two companies, Akbank is launching the payment era with HUAWEI smartwatches. For 75 years, Akbank has been realizing many innovations with its pioneering work in the field of digital banking technologies and is breaking new ground with HUAWEI cooperation. Akbank and HUAWEI offer a unique alternative to the widespread contactless payment methods. Akbank customers can now make contactless payments quickly and practically with HUAWEI Watch 3 smartwatches.

**Link:** <https://www.finansgundem.com/haber/akilli-saat-ile-temassiz-odeme-kolayligi-akbank-ve-huawei-is-birligiyle-turkiyede/1754317>, E.T. 21.08.2023.

## NEWS FORM SECTOR

### **TCIP Coordinator Erdal Turgut emphasized the importance of Compulsory Earthquake Insurance...**

TCIP Coordinator Erdal Turgut stated that they are working with all their strength to realize TCIP's 100% insurance coverage target and said, "I would like to remind everyone once again that Compulsory Earthquake Insurance is one of the most important financial measures to be taken against earthquakes." On the 24th anniversary of the August 17 Marmara Earthquake, the number of dwellings with Compulsory Earthquake Insurance (CEI) in Turkey has reached nearly 12 million. The Turkish Catastrophe Insurance Pool (TCIP), which was established one year after the earthquake, insured 59 percent of the dwellings in its scope with Compulsory Earthquake Insurance. TCIP Coordinator Erdal Turgut said, "The August 17 Marmara Earthquake and its aftermath will never be erased from the memories of those of us who lived through those days. While we still feel the pain of our losses deeply, 24 years later, we experienced a great pain again with the Kahramanmaraş earthquakes. However, we are now more experienced in managing material damages without burdening the national economy. Our goal is to ensure that all homeowners in our country are covered by TCIP."

**Link:** <https://sigortacigazetesi.com.tr/zorunlu-deprem-sigortasi-en-onemli-finansal-onlem/>, E.T. 21.08.2023.

### **New Virtual Avatar of Samsung...**

Samsung has developed a virtual avatar named G·NUSMAS to communicate more closely with Generation Y and Z. Samsung's new virtual character "G·NUSMAS" comes from the planet Nowus-129, 100 million light years away from our planet. Moreover, the name of this planet draws attention as Samsung's address in South Korea, 129 Suwon, spelled backwards.

This strange creature, who came to Samsung through a series of mysterious events, works as an engineer on a top-secret mission. G·NUSMAS takes on various roles in the company to develop innovative technologies that inspire creativity and empower users.

Samsung plans to release a series of short videos telling the story of G·NUSMAS, from his birth to his accidental arrival in the world, and invites users to join G·NUSMAS on his journey.

**Link:** <https://www.pazarlamasyon.com/samsung-dan-yeni-sanal-avatar>, E.T.,21.08.2023.

### **Mega Fortuna, a Local Startup Developing Mobile Games and Applications, Receives \$2.3 Million Seed Investment...**

Mega Fortuna received a seed investment of 2.3 million dollars with the participation of Tacirler Portföy Future Impact Fund, led by APY Ventures and managed in partnership with Vestel Ventures. Mega Fortuna, which has over 30 games and apps in its portfolio, was founded by Şeyhmus Ölker and Burak Göncü in early 2023. Reaching over 2.5 million monthly active users with its games and apps, Mega Fortuna aims to stay one step ahead of its competitors by using fast productization and aggressive marketing tactics

**Link:** <https://webrazzi.com/2023/08/21/mega-fortuna-2-3-milyon-dolar-tohum-yatirimi-aldi/>, E.T.21.08.2023.

## NEWS FORM SECTOR

### **A Tribute to the 100th Anniversary of the Republic from VakıfBank...**

Working with the responsibility of being a public bank since its foundation, VakıfBank celebrates the 100th anniversary of the Republic of Turkey with a new commercial. VakıfBank invites the audience to witness the 100-year struggle with a historical perspective in its new commercial that pays homage to the Republic. With a technical team of 80 people, nine main actors and a 350-person figuration team, the film starts with Atatürk's arrival in Samsun on the Bandırma ship, the first step on the road to the Republic, and ends with a highly emotional finale after the Founding Assembly, one of the important milestones for the proclamation of the Republic, the liberation of Izmir, industrialization and education moves, and breakthroughs in the field of aviation. In the documentary-like commercial, in which different periods are reflected through the meticulous work of the art team, images intertwine, bringing together the past and the present.

Both technical and historical studies were carried out together for the movie, which was completed in a total of 10 weeks, including four weeks of preliminary preparation, two weeks of shooting and four weeks of post-production.

**Haberin Linki:** <https://www.marketingturkiye.com.tr/kampanyalar/vakifbanktan-cumhuriyetin-100-yilina-saygi-durusu/>, E.T. 21. 08.2023.

### **Nadir Gastronomy Platform, Experience Stage Synthesizing Gastronomy and Culture...**

The Nadir Gastronomy Platform, which opened its doors last February, creates a stage with its concept that combines gastronomy and culture. The platform, which will also create a gastronomy archive, offers Istanbulites many events to discover and inspire. In this context, the Nadir Gastronomy Platform, which has a range of panels, talks and tastings, has organized many events from Aztec cuisine to Hungarian cuisine, from plant-based nutrition to gastronomy and nutrition trends. Opened on the 2nd and 3rd floors of Karaköy Güllüoğlu's new building, which was moved in October 2022, the Nadir Gastronomy Platform brings a performance stage to the gastronomy sector and hosts events that focus on special topics and questions. This independent initiative of the Güllü family offers a special experience to the participants with its concept that focuses on culture.

**Linki:** <https://www.gastronomiturkey.com/haber/nadir-gastronomi-platformu-gastronomi-ve-kulturu-sentezleyen-deneyim-sahnesi-h15910>, E.T. 21.08.2023.

### **Amazon Launches AI-Powered Review Summaries...**

With this new feature, users will no longer have to read hundreds or thousands of reviews about products. Instead, it will be enough to read a paragraph summarizing what people like and dislike about the product. E-commerce giant Amazon has announced the launch of AI-powered review summaries on its platform. With this new feature, users will no longer need to read hundreds or thousands of reviews about products. Instead, users will only need to read one paragraph that summarizes what people like and dislike about the product.

**Link:** <https://webrazzi.com/2023/08/15/amazon-yapay-zeka-destekli-degerlendirme-ozetleri/E.T.21.08.2023>.



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# FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

**AUGUST 2023 - ISSUE 08**

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