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**GELISIM**  
**UNIVERSITY**

AUGUST 2024

# FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

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

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# HAPPY ANNIVERSARY OF AUGUST 30 VICTORY DAY!





ISTANBUL  
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**“Welcome!”**

**to Our Students Who  
Prefer Faculty of  
Applied Sciences for  
the 2024-2025  
Academic Year!**

## NEWS FROM IGU

### 9th International Socrates Congress on Social Sciences and 9th International Socrates Congress on Health, Engineering and Applied Sciences from IGU!

The 9th International Socrates Congress of Social Sciences and the 9th International Socrates Congress of Health, Engineering and Applied Sciences were held online and face-to-face on August 16-18.

The opening speeches of the congress were made by the Honorary President and President of Istanbul Gelisim University Prof. Dr. Bahri Şahin and Vice President of Shahrissabz Davlat Pedagogika Institute Achilov Ilmurad, and academicians and researchers in many fields such as social, health, engineering and applied sciences provided information transfer.

The 9th International Socrates Congress of Social Sciences and the 9th International Socrates Congress of Health, Engineering and Applied Sciences were organized by Istanbul Gelisim University, Uzbekistan Shahrissabz Davlat Pedagogika Institute, International Scientific Research and Strategy Development Association and Socrates Journal of Interdisciplinary Social Studies.

The face-to-face sessions of the 9th International Socrates Congress on Social Sciences and the 9th International Socrates Congress on Health, Engineering and Applied Sciences continued in 5 separate halls at the university after the opening session held at the Mehmet Akif Ersoy Conference Hall of IGU J Block on August 16. With the online conferences held on August 17-18, 140 academicians participated in the congress and 178 papers were presented to the congress members and discussed.



## NEWS FROM IGU

### Protocol visit from IGU to Bakırk y Municipality!

Istanbul Gelisim University paid a protocol visit to Bakırk y Municipality within the scope of university-municipality cooperation. IGU Rector Prof. Dr. Bahri Őahin, Faculty of Applied Sciences, Department of Banking and Insurance Tayfun Timuray and Vocational School of Health Services, Department of Health Institutions Management Ebru Cengiz met with Bakırk y Mayor Assoc. Prof. AyŐeg l  zdemir Ovaliođlu and Deputy Mayor Nurcan Alan.

During the visit held at Bakırk y Municipality, an agreement was reached on various issues within the scope of university-municipality cooperation. In the protocol, it was discussed that certificate programs will be organized for Bakırk y Municipality employees within the IGU Continuing Education Center (SEM). Programs to be carried out within the scope of the "2024 Year of Pensioners" in areas such as digital literacy, financial literacy, nutrition, first and emergency aid for retirees were also discussed within the scope of the protocol. Acting with the vision of continuous development, IGU will provide support with its expert staff for students living in Bakırk y to get to know university life and make the right choice of department.

During the visit to Bakırk y Municipality, a meeting was held to discuss the employment of students who will complete the 'Cyber Academy Project', which will last for 4 months on topics such as artificial intelligence algorithms, programming languages and cyber security protocols organized by Istanbul Gelisim University in cooperation with Istanbul Development Agency (İSTKA), in Istanbul Metropolitan Municipality.



## NEWS FROM IGU

### *My Business Partner Project, a first in its field, has been successfully completed!*

Istanbul Gelisim University continues to develop, grow and break new grounds by spreading its wings day by day like the hūma bird, which is its symbol. My Business Partner Project implemented by Istanbul Gelisim University within the scope of the ENHANCER Project funded by the European Union and carried out by the International Center for Migration Policy Development (ICMPD) under the coordination of the General Directorate of Development Agencies of the Ministry of Industry and Technology has successfully completed its activities and reporting processes.

Following a detailed candidate interview process, the project started on May 16, 2023 with 30 Syrian entrepreneur candidates under temporary protection and mentor students from different universities in Turkey who will guide them within the scope of the project, and an orientation for mentors on working with vulnerable groups. Following the orientation, a general orientation meeting with ice-breaker activities was held on May 29, 2023, where the entrepreneur candidates and mentors met.

Within the scope of the implementation activities of the project in June and July, entrepreneurship-specific trainings such as “Business and Brand Management, Stress and Time Management, Effective Communication and Body Language, Pre-Accounting, Commercial Law Summary Information and KOSGEB Grant Opportunities” were given to the participants by professional trainers in the field, aiming to increase the knowledge of the participants about entrepreneurship and their potential future businesses.



## NEWS FROM IGU

# Expert Insights: Anyone Can Learn a Foreign Language with the Right Conditions!

We've all heard people say, "No matter what I do, I just can't learn English." Addressing the challenges of language learning, Translator and Research Assistant Serhat Kahyaoğlu explains, "With patience, perseverance, determination, and motivation, anyone can learn a foreign language, regardless of age."

While Kahyaoğlu, an academic member of the Department of Translation and Interpreting Studies at IGU, partially agrees with the common belief that "there is no age limit for learning a language," he emphasizes, "Early education is generally more effective and efficient than starting in adulthood. Researchers in foreign language education particularly highlight the pre-adolescent period. Studies have shown that our minds are more receptive to language learning at a younger age. Beyond this natural predisposition, early learning habits can significantly aid in mastering multiple languages later in life. Given the increasing responsibilities and time constraints in adulthood, starting language learning early is undeniably advantageous."

### "Theory Must Be Put into Practice"

Many people in our country struggle with learning English. Kahyaoğlu notes, "Our English curriculum often faces criticism for its heavy focus on theory. This approach can create a gap between what we learn in the classroom and how we apply it in real-life situations. For example, our struggles with speaking English often stem from a lack of practical speaking opportunities and insufficient exposure to the language outside the classroom. Expecting our educational institutions to resolve these gaps with just a few hours of classes each week is unrealistic. It's up to students to bridge this gap through extracurricular activities. However, we shouldn't overlook the positive aspects of our theoretical curriculum. In today's world, much communication is written, and exams like YDS, TOEFL, and IELTS require a solid understanding of theoretical knowledge. Language learning isn't a one-sided process; students' efforts outside the classroom play a crucial role in their success."

## NEWS FROM IGU

### **"Universities Are Emphasizing Practical Language Learning"**

Kahyaođlu highlights the steps universities are taking to address these shortcomings by focusing on the practical side of language learning. "Universities are making great strides by offering activities like English-speaking clubs, debates, and presentations. The fact that some departments offer courses entirely in English is a significant step toward sharpening students' language skills. Moreover, universities are now incorporating second-language courses into their curricula, providing students with the opportunity to learn languages beyond English. Given that English is the global lingua franca, these initiatives allow students to apply the theoretical knowledge they've gained throughout their primary and secondary education. International exchange programs like Erasmus further underscore the importance of applying these skills in real-world contexts. As mentioned before, students' extracurricular involvement is a key factor in their language learning journey."

### **"Learning a Foreign Language Is Achievable"**

Kahyaođlu reassures that learning a foreign language is within reach for anyone who meets certain conditions. "With patience, perseverance, determination, and motivation, anyone can learn a foreign language. It's essential for individuals to take charge of their learning journey. By creating a personalized learning plan and leveraging their strengths—whether through experiential, visual, or auditory methods—learning a foreign language becomes an attainable goal."

### **"Lack of Motivation Is the Biggest Obstacle"**

Kahyaođlu reiterates that motivation is the cornerstone of successful language learning. "Without motivation, no technique or method will be effective. The biggest hurdles to language learning are lack of motivation, fear of making mistakes, limited access, time constraints, and irregular practice. Therefore, it's crucial for individuals to clearly define why they want to learn a foreign language and take steps aligned with that purpose. I believe that setting small, realistic goals can lead to significant progress. Learning a language from scratch to mastery in a short time isn't realistic, but with the right goals and dedication, these obstacles can be overcome."



## NEWS FROM FoAS

### International Artificial Intelligence Turkish Film Festival Started Accepting Applications!

The Turkish Artificial Intelligence Film Festival (T-AIFF) will be hosted by Istanbul Gelişim University on December 9-15. The festival is directed by Assoc. Prof. Ferhat Zengin, faculty members of the Department of Television Journalism and Programming at the Faculty of Applied Sciences, and Dr. Lecturer Bahadır Kapır, faculty members of the Department of Radio, Television and Cinema at the Faculty of Communication at Marmara University.

“The International Artificial Intelligence Turkish Film Festival aims to contribute to the development of films with ethical, aesthetic and technical integrity in Turkey and the world, to provide material and moral support for young producers and directors to produce new films, and to promote the country’s cinema both domestically and internationally.

Today, artificial intelligence is creating a revolutionary transformation in the world of cinema and art. The contributions of artificial intelligence from film production processes to script writing, from visual effects to post-production stages enrich the technical and aesthetic dimensions of cinema. This festival is organized to emphasize the transformative effect of artificial intelligence on cinema and to introduce the opportunities brought by this innovative technology to movie lovers and cinema professionals.



## NEWS FROM FoAS

By revealing how artificial intelligence technologies transform creative processes in cinema, we aim to support young and talented producers and directors to produce new and original works by using these technologies. At the same time, our goals include raising awareness about the ethical use of these technologies and providing a visionary perspective on the future of the cinema industry.

The International Artificial Intelligence Turkish Film Festival will deeply examine the interaction between artificial intelligence and cinema, contributing to our country's cinema art reaching wider audiences in the international arena."

Films completed after January 1, 2023 can apply to the festival through [www.filmfreeway.com](http://www.filmfreeway.com) until November 10, 2024. Applications for the competition can be made with films not exceeding 30 minutes in the fiction, animation and experimental categories.

**Reference:** <https://www.aitff.com/>



## NEWS FROM FoAS

### **The TUBITAK project supervised by Assoc. Prof. Hakan ÖZCAN, Head of the Department of Banking and Insurance, has been completed!**

The final report of the project titled “A Study on TCIP Insurance Penetration after the 6.2.2023 Earthquake”, which is supported by TUBITAK 2209-A University Students Research Projects Support Program, supervised by Assoc. Prof. Hakan Özcan, Head of the Department of Banking and Insurance, Faculty of Applied Sciences, Semih Aydoğan, and researchers Çağla Kesgin and Senanur Aşkın, has been completed. In this project, the penetration rates of TCIP (Compulsory Earthquake Insurance) insurance were examined after the earthquake that occurred on February 6, 2023. In the study, it was observed that insurance ownership rates increased after the earthquake and that there was a significant increase in the insurance awareness of individuals. It was determined that this increase in insurance penetration was a result of the post-earthquake awareness and the information campaigns conducted by the insurance sector. Based on these findings, the researchers suggest that policies should be strengthened to increase insurance awareness in the society against earthquake risk and to popularize TCIP insurance.

### **The TÜBİTAK project, which was advised by Asst. Prof. Ayşegül ERTUĞRUL of the Banking and Insurance Department, has been completed!**

The final report of the project titled “Analysis of Students' Investment Attitudes with Behavioral Finance Approach”, which is supported by TÜBİTAK 2209-A University Students Research Projects Support Program, supervised by Asst. Prof. Ayşegül Ertuğrul, Faculty of Applied Sciences, Department of Banking and Insurance, conducted by Meral Apak and researchers Melisa Özhim and Nazlı Simav: An Application on Istanbul Gelisim University UBF Students” has been uploaded. In this project, the research examined whether factors such as students' status of taking finance courses, the number of finance and economics-based courses they take, and the department they study are effective in making emotional decisions. According to the results obtained, it was seen that the department, the number of finance courses they take, and whether they take finance courses or not are effective in psychological decision-making. Students who have taken finance courses have been found to make more rational investment decisions. Based on these findings, it was suggested by the researchers that finance courses should be added to the course curricula and financial literacy knowledge should be increased through various seminars in order for students to act more rationally in their investment decisions.

## ACADEMIC ARTICLES

### Article titled “Pursuit of Happiness in Consumer Society: A Study on OECD Countries and Turkey” Published!

FoAS Banking and Insurance Department, Res. Asst. İlknur KÜLEKÇİ's article titled “Pursuit of Happiness in Consumer Society: A Study on OECD Countries and Turkey” was published in Volume 18, Issue 1 of BRSA-Banking and Financial Markets Journal.

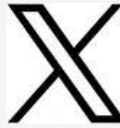
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## CONGRESSES

### Assoc. Prof. Hakan ÖZCAN attended the II. International Social Sciences Conference.

Faculty of Applied Sciences, Department of Banking and Insurance Head Assoc. Hakan ÖZCAN and department student Semih AYDOĞDU participated in the II. International Social Sciences Conference on July 27, 2024 with their study titled “A Study on DASK Insurance Policy Number Change And Insurance Penetration After 2023 Kahramanmaraş Earthquake”.

Link: <https://arcengkongre.com/sosyalbilimlerkongresi/>



### Asst. Prof. Ayşegül ERTUĞRUL attended the II. International Social Sciences Conference.

Faculty of Applied Sciences, Department of Banking and Insurance Asst. Prof. Ayşegül ERTUĞRUL and department student Meral APAK participated in the II. International Social Sciences Conference on July 27, 2024 with their study titled “Analysis of Students' Investment Attitudes with Behavioral Finance Approach: An Application on Istanbul Gelisim University UBF Students” on July 27, 2024.

Link: <https://arcengkongre.com/sosyalbilimlerkongresi/>



## CONGRESSES

### Asst. Prof. Tayfun TİMURAY II. attended the International Social Sciences Conference.

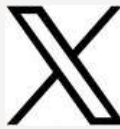
Faculty of Applied Sciences, Department of Banking and Insurance Asst. Prof. Tayfun TİMURAY participated in the II. International Social Sciences Conference on July 27, 2024 with his study titled "A Study on the Turkish Banking System after the Pandemic" and contributed as a moderator.

Link: <https://arcengkongre.com/sosyalbilimlerkongresi/>



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## NEWS FROM OUR ALUMNI

**Hello,  
I'm Dilara Gürsoy,**

In 2019, I entered the Department of Public Relations and Advertising at Istanbul Gelisim University Faculty of Applied Sciences with a full scholarship. In order to graduate successfully during my four-year undergraduate education, I attended almost all the courses and performed well in my exams and graduated from my department as a high honor student. During my time as a student, I participated in various activities to improve myself both theoretically and practically. In addition to theoretical knowledge, I have worked both remotely and physically in many corporate companies in different roles to gain sector experience. Since communication is a wide field, I had the opportunity to work in many fields such as social media, magazines, editing, internet journalism and marketing departments of corporate companies to understand which one I would feel more creative and functional in. Since I love reading books and writing articles, I wrote book reviews for a magazine.



Since I was successful in my classes during all these processes, my university professors included me in the 8-week Leader Student Certificate Program. Here, I participated in all the courses and received the Leading Student Certificate.

I chose the Department of Public Relations and Advertising at the age of 24 when I realized that I did not want to work in this field all my life while studying Economics at another university. While making my choice here, I determined my choice by putting my own happiness in the forefront and thinking about how far it would take me to do what I love to do. However, one of the reasons for my choice was that it was possible to work in a very wide range of fields and I saw myself as talented in this regard. Immediately after graduation, I started working in the public relations department of a corporate company, but I decided that corporate life was not for me and joined a media planning agency. Here, I developed myself in the field of media planning and purchasing and took on various tasks. While working with many different brands during my time, I had the opportunity to work for the Presidency of the Republic of Turkey Projects in many projects carried out by the Republic of Turkey Presidency of Communication.

## NEWS FROM OUR ALUMNI

During my agency experience, I realized how big the future of e-commerce was and established my own brand that I sell through marketplaces. We had a long-standing friendship with Pandastic Studio, the agency that helped me sell and advertise here. Later, when our business progressed well and our friendship strengthened even more, we decided to become partners and 3 partners decided to make a new start. In the following processes, we started to meet with big brands as successful people in our own fields. Now, while working with global brands such as Bioderma, Institut Esthederm, Etat Pur, Razer, Pierre Cardin Lingerie, we also manage the advertising processes of large-scale local brands such as Suwen, Konyalı Saat, Pereja.

I would like to thank Istanbul Gelisim University and my professors at the Department of Public Relations and Advertising for their support and motivation, who helped me to set out on this path, while working hard with the mission of continuing to serve our country and making a name for ourselves by constantly learning new things and improving ourselves with the digitalizing world. I often express how I made the right choice by choosing this department. As someone who loves to learn, I have a profession that I never get bored and I love it very much by providing different services to different needs of different brands every day.

*Faculty of Applied Science  
Graduate of Public Relations and Advertising Departmente  
Dilara Gürsoy*





## GUEST WRITER

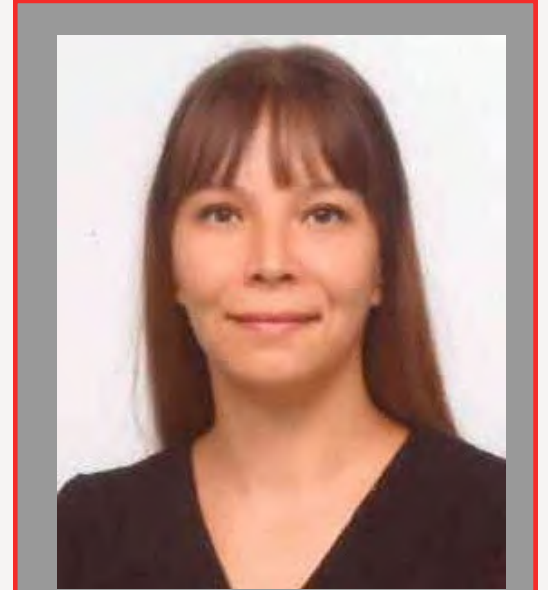
### WORLD PHOTOGRAPHY DAY AND ARA GÜLER

*“They call me the photographer of Istanbul. But I am a citizen of the world. I am the photojournalist of the world” (Ara Güler).*

The world’s first photograph was taken by Joseph Nicéphore Niépce (1765–1833) in 1827. This photograph is a landscape image obtained by Niépce, a 19th century French inventor, from the window of his laboratory in his house in Chalon-sur-Saône, France, with an eight-hour exposure. In the following years, Daguerre, who entered into a partnership with Niepce and made higher quality lenses with the lenses he obtained from opticians, managed to reduce the exposure time to three minutes and finally announced his invention to the world under the name of “Daguerreotype” on August 19, 1839 (Gümrükçü, 2004). In memory of this important day in the field of photography, August 19 is celebrated as World Photography Day every year all over the world.

World Photography Day stands out as a day where the importance and development of photography from past to present is emphasized and valuable photographers who have left their mark on history are commemorated. As in many countries around the world, there are masters in our country who allow us to witness history with their photographs. One of these names is undoubtedly Ara Güler.

Ara Güler, who has an important place in Turkish photography and is known all over the world as the “Eye of Istanbul”, was born in Istanbul on August 16, 1928. Although his career began in film studios, he realized his interest in photography and journalism after his father bought him the first camera and turned to this field (Yenici, 2020: 563).



Asst. Prof. Hande Ulusoy  
Television Journalism and  
Programming Department



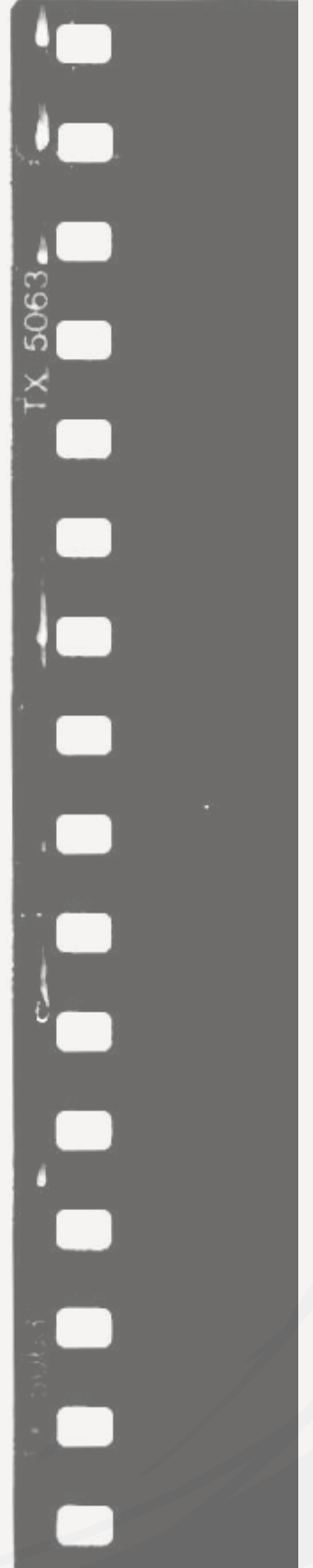
## GUEST WRITER

Güler, who has gained worldwide fame with his photographs; In 1958, he worked as a Near East photojournalist for Time-Life, Der Stern and Paris-Match magazines. From 1954 to 1962, he worked as the head of the photography department of Hayat magazine. Throughout his life, Ara Güler took photographs of and interviewed many famous people such as Winston Churchill, John Berger, Bertrand Russel, Alfred Hitchcock, Salvador Dali, Picasso and İsmet İnönü. In 1961, Photography Annual, published in the United Kingdom, listed Ara Güler among the seven best photographers in the world. In 1962, the famous photographer earned the title of "Master of Leica" in Germany, which is given to very few photographers. In addition, Ara Güler has many published works in the field of photography.



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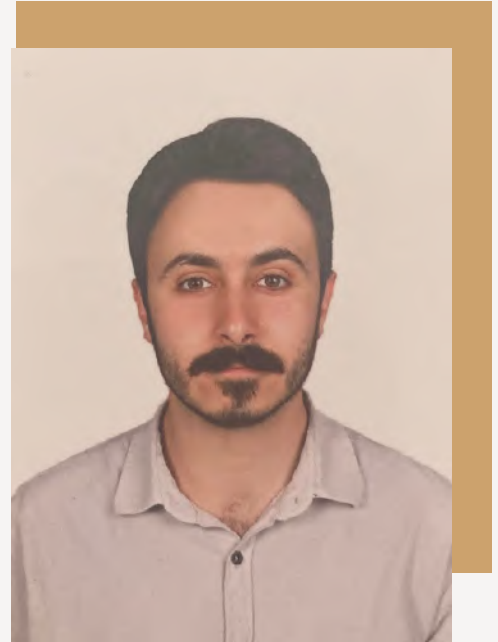
## INTERVIEW

### Translator Talha Yaman:

*“As in every field, translation is a field where you can improve as you gain experience...”*

**First of all, thank you for accepting our interview request for the FoAS Monthly E-Bulletin. How did you start translating, and how did you discover your interest in this field?**

Thank you for inviting me for this interview. I can say that my interest in translation and interpreting developed quite early. My father's work in Arabic translation and my curiosity about foreign languages, particularly English, laid the foundation for this interest. I began my career in the middle of my undergraduate years when I received job offers while still a student. My translation journey started with translating various social science texts and later focused more on history-related texts.



**What education did you receive to become a translator? What courses or educational programs would you recommend for university students who want to improve themselves in this field?**

Before starting translation, I graduated from the Department of English-French Translation and Interpreting. However, to enhance my knowledge in the field, I also took courses in various branches of social sciences. Contrary to what people distant from translation might think, specialization in the area where a translator will work is, as you can appreciate, a necessity. Therefore, my advice to young translator candidates is to pursue education and courses not only in general but also in the specific areas they plan to focus on in the future, along with conducting research and reading. It is important to remember that translation, above all, requires intellectual accumulation. Therefore, I recommend that a translation student show interest in every field they might focus on in the future as if it were their own specialty.

## INTERVIEW



**When you are assigned a translation job that requires expertise, how does the process start before translation, and what happens afterward? What are the biggest challenges of working in this field, and how do you overcome them?**

Due to the nature of the institution I work for, I must say that I haven't encountered a translation job that doesn't require expertise in a long time. The pre-translation process is shaped primarily according to the requirements and goals of the client regarding the target text. However, regardless of the plan for the final text, as a translator, it is impossible to start without conducting a thorough research on the subject, concepts, and context of the text. Therefore, one of the first steps in the process is to carry out the preliminary work assigned to you. After that, we produce the target text based on the client's requests, review it, and send it to our editors for initial feedback. Based on the feedback we receive, we make the necessary corrections through a comparative examination and send it back to our editors for a final check. Finally, the text is delivered to the client.

**Have you encountered any problems in translating historical texts, and how do you deal with these challenges?**

Like other social science texts, historical texts are usually written and read in conjunction with multiple branches of social sciences. Therefore, before starting the translation of a historical text, it is essential to have sufficient knowledge about both the author, the period in which it was written, its context, and the related social science disciplines. Otherwise, incorrect texts can be produced without realizing it. Therefore, we can say that the prerequisites for translating in the field of history, in particular, and social sciences, in general, are acquiring sufficient knowledge in the field and not losing the spirit of research.

However, as in every field, with increasing experience, your knowledge in the area also grows, and you no longer face the challenges you encountered when you first started the profession. For example, a text about the Ayyubids of the 12th century may seem as difficult as possible when you first encounter it, but any future text on this period and subject becomes easier. Nevertheless, no matter how much your experience and knowledge grow, it is essential to maintain strong communication with reference works, especially encyclopedias.

## INTERVIEW

**What advice would you give to students who want to find work in the field of translation?**

**Thank you very much for taking the time for the FoAS Monthly E-Bulletin and for providing such comprehensive information.**

The first piece of advice I can give to students considering a career in translation is to get through the language learning process as quickly as possible and understand that translation is not just about language. The earlier they start focusing on and working in the area they plan to specialize in, whether written or oral, the more beneficial it will be. However, this should not mean that they do not translate unless they have work, especially for those planning to work in the written field. Speaking from personal experience, I can say that the translations I did purely as a hobby at the beginning of my undergraduate studies provided significant ease in my future professional life. Another point is that young translator candidates should keep their confidence strong and enter the profession as early as possible. As in every field, translation is an area where you can improve as you gain experience.

Thank you again for the interview invitation.

### Resume

After completing primary and secondary education in Istanbul, graduated from Kafkas University with a degree in English-French Translation and Interpreting. Has been working as a translator in Istanbul, Fatih, since 2021, and continues postgraduate education at Yıldız Technical University.



## BOOK RECOMMENDATIONS

**Res. Asst. İlknur Külekçi**  
**Banking and Insurance Department**

**Against the Gods: The Extraordinary History of Risk -  
Peter L. Bernstein**

The work, which examines the historical development of risk and its importance in the modern world, explains how the concept of risk was shaped starting from ancient civilizations and how it began to be managed rationally. While risk was initially included in people's fatalistic approaches, it was understood as a mathematical phenomenon over time, which paved the way for the development of modern financial instruments.



The book examines in detail how the concept of risk was perceived starting from ancient times and how this perception evolved. The first section explains that in ancient civilizations, risk and uncertainty were generally attributed to gods and that people resorted to prophecies and rituals to cope with these uncertainties. However, with the Renaissance, when risk began to be understood as a mathematical phenomenon, people moved away from fatalistic approaches and turned to more rational and calculable methods.

In his book, Bernstein emphasizes the roles of mathematicians such as Pascal and Fermat in making risk a calculable concept. These mathematical discoveries laid the foundation for innovations such as insurance, stock market, and portfolio theory. The book discusses how risk plays a central role not only in the financial world but also in social and political realms. Bernstein impressively presents the critical importance of risk management in human history and the modern world.

Bernstein's fluid and informative narrative makes the book both an academic resource and an engaging work for general readers.

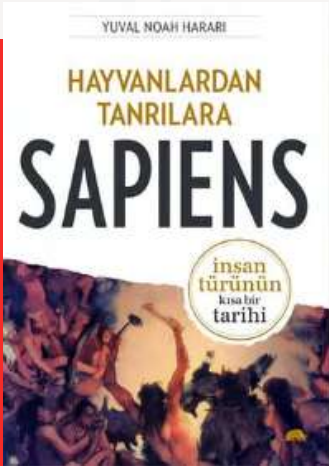
## BOOK RECOMMENDATIONS

*Bankacılık ve Sigortacılık Bölümünden Arş. Gör. İlknur Külekçi'in önerdiği diğer kitaplar...*



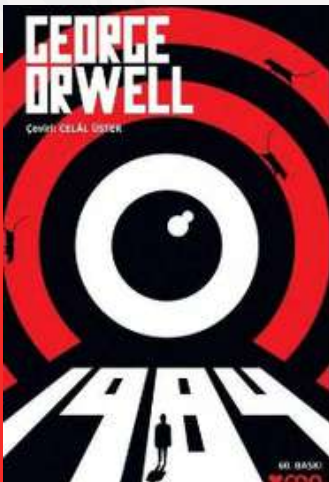
### **Ten Little Niggers - Agatha Christie**

Ten strangers are mysteriously invited to an island and begin to be murdered one by one. Each murder is committed in accordance with an old children's song, increasing the tension with each passing page. Christie masterfully handles human psychology and the inner dimensions of fear, leaving the reader in suspense and curiosity, and leaves readers alone with a surprise-filled ending with this cleverly constructed novel.



### **Sapiens: A Brief History of the Human Species - Yuval Noah Harari**

In his work "Sapiens", Harari examines human history in a broad framework, telling the story of the development of Homosapiens and how they shaped the world. He examines many important turning points from the agricultural revolution to the current digital age. While Harari presents the cultural, biological and social evolution of humans in a fluent language, he also questions the driving forces behind human behavior throughout history. This work has attracted the attention of a wide audience and has become a bestseller.



### **1984 - George Orwell**

Orwell's dystopian novel strikingly reveals the oppressive structure of totalitarian regimes and the control they establish over individuals. "1984", which deals with Winston Smith's internal and external struggles against the Big Brother regime, is a work that makes one think about freedom, reality and individual rights. Orwell's pessimistic predictions about the future are a warning that is still valid today. The book has taken its place among modern classics.

## ERASMUS+

Hello, I am **Naim Göktaş**, **Research Assistant** at the Department of Electronic Commerce and Management, Faculty of Applied Sciences, Istanbul Gelişim University. I participated in the Erasmus+ education mobility at “Powislanski University” in Gdansk, Poland between May 22-26. During this period, the host institution organized the “International Week’24” event with the participation of scientists from different countries. The event, which was attended by nearly 40 academicians, lasted a total of 5 days. During this period, the host institution organized the following events: an introduction event, a meeting on internationalization processes, an international scientific conference, a visit to the institution’s main campus in Kwidzyn, workshops, cultural trips and events. I learned various information about both the host institution and the universities of the other participants during the intensive program. Similarly, I conveyed information about Istanbul Gelişim University, my faculty and department where I am an academic staff member, to the participants and institution representatives.



Erasmus mobility has made significant contributions to my academic experience. Getting to know different languages and cultures, witnessing the functioning of a university in another country, transferring information about my own university in a foreign language, improving my foreign language skills and strengthening the cooperation between the institution I work for and the institution I participate in the mobility are the main contributions. I believe that internationalization should be among the goals of every academic staff in academic life and that academic staff should be in a different country, culture and academic environment. For this reason, I believe that such mobility is an opportunity and I recommend all my colleagues to participate in such mobility.





## NEWS FROM SECTOR

### Growing interest in plant-based nutrition

Herbalife Nutrition Advisory Board Member Prof. İsmet Tamer said, "Plant-based nutrition helps protect the immune system as well as reducing environmental negative effects."

Herbalife Nutrition Advisory Board Member Prof. İsmet Tamer stated that plant-based nutrition protects the immune system and reduces negative environmental impacts. In addition, athletes prefer this way of eating to improve their performance and optimize their energy levels. Plant-based diets provide environmental benefits and reduce carbon footprint by requiring less water, energy and land.

**Access Link:** <https://gastronomiturkey.com/haber/bitkisel-beslenmeye-ilgi-artiyor-h16508>

### Fake sign language trend on TikTok

On TikTok, 89 percent of the videos made to teach sign language teach the wrong language. TikTok is increasingly being used for educational purposes rather than being a social platform. So much so that 63 percent of Generation Z states that they use the platform to learn something new. Sign language has recently been at the center of this learning.

Signature, the UK's leading organization for British Sign Language, has launched a precedent-setting campaign. A TikTok campaign called RE/SIGN, in partnership with Recipe and The Sweetshop, aims to combat fake sign language.

**Access Link:** <https://www.pazarlamasyon.com/tiktok-ta-sahte-isaret-dili-trendi>

### TikTok and creators shape Gen Z's shopping decisions

According to new research from KPMG, Generation Z in Asia-Pacific is influenced by creators when purchasing a product. According to the report, Generation Z in Asia-Pacific is highly influenced by fashion creators with the influence of TikTok. Social media, which is highly influential on young people, is now becoming a marketplace.

"The strong TikTok business in Asia enables businesses to advertise on TikTok, use influencers and key influencers, and serve ads that drive viewers to their websites," KPMG analysts said.

**Access Link:** <https://www.pazarlamasyon.com/tiktok-ve-icerik-ureticileri-z-kusaginin-alisveris-kararlarini-yonetiyor>



## NEWS FROM SECTOR

### **Dell to lay off thousands of employees: Millions will have to change careers in 5 years**

Dell, which is focusing more on artificial intelligence, started a major overhaul within the company this week. At this point, it decided to part ways with 12,500 employees to reduce costs. "In 5 years, 12 million employees will have to change careers," said Vivek Mohindra, the company's senior vice president of corporate strategy. As part of the changes, the sales division was restructured and management was modernized.

"We are becoming a leaner company thanks to the reorganization of our teams in our marketing department and a series of ongoing actions," a Dell spokesperson told Business Insider.

**Access Link:** <https://gazeteoksijen.com/bilim-ve-teknoloji/binlerce-calisanin-isine-son-verecek-olan-dell-5-yil-icinde-milyonlarca-kisi-kariyerini-degistirmek-zorunda-219583>

### **Gürkan Gülpınar, Founder of Portakal Translation Inc: "We translate in 52 languages."**

Founder of Portakal Translation Inc. Gürkan Gülpınar made statements in a program he attended. Gülpınar, who works as a Russian and English translator, stated that they established Portakal Translation Inc. with the translation experience he gained in his previous work experiences.

Stating that they currently operate in 5 branches, translate in 52 languages and have a solid staff, he said that they work with many local and foreign companies and 20 different notary offices on the Anatolian side.

**Access Link:** <https://www.sabah.com.tr/kobi/2024/08/07/portakal-tercume-as-kurucusu-gurkan-gulpinar-52-dilde-tercumanlik-yapiyoruz>



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# FACULTY OF APPLIED SCIENCES MONTHLY E-BULLETIN

**AUGUST 2024 - ISSUE 08**

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