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UNIVERSITY**



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TECHNOLOGY-ASSISTED FRAUD AND PROTECTION METHODS



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The rapid advancement of technology has led to more complex and sophisticated fraud methods. Today, fraudsters are finding new ways to deceive their victims by using various technologies to access personal and financial information. Understanding how technology is used in fraud, particularly the role of Artificial Intelligence (AI)-generated fake images, and what individuals should pay attention to in order to protect themselves from these threats is crucial for preventing such damages and raising awareness.

AI-Generated Fake Images

Artificial intelligence has started to be used in the creation of fake images, adding a new dimension to fraud. AI-generated fake images are often used on social media platforms or fake news sites to attract users' attention. These images may depict an event or situation as real, leading users to click on related links. Clicking on these links can redirect users to fake sites where personal information may be stolen. To protect against such frauds, it is important to verify the source of the images you encounter and be cautious of suspicious content. Additionally, avoid clicking on links from unknown or unreliable sources.

QR Code Fraud

QR codes are a technology we frequently encounter in daily life, providing quick and practical access to information. However, fraudsters exploit this technology by creating fake QR codes to redirect users to seemingly trustworthy fake websites. These sites aim to steal personal information or install malicious software on users' devices. To protect yourself from QR code fraud, it is important to check the reliability of the source of the QR code before scanning it. Avoid scanning QR codes from unknown or suspicious locations and refrain from using QR codes from unfamiliar individuals. Additionally, carefully examine the URL of the website the QR code directs you to and check its reliability.

Phishing Attacks

Phishing is one of the most common methods used by fraudsters. These attacks are typically carried out via email, SMS, or fake websites. Users unknowingly provide their passwords, credit card information, or other personal details by responding to messages that they believe come from legitimate institutions. To protect against phishing attacks, verify the authenticity of the sender of emails and messages, avoid clicking on suspicious links, and confirm the source before sharing personal information.

Social Engineering

Social engineering is the process by which fraudsters manipulate their victims into providing information or performing specific actions. Fraudsters often create a sense of urgency or gain trust to force their targets into hasty decisions. To protect against such frauds, verify the identity of the other party before sharing information and avoid making decisions under high pressure.

Cryptocurrency Frauds

With the increasing popularity of cryptocurrencies, fraud activities in this area have also become widespread. Methods such as fake ICOs, Ponzi schemes, or fake wallets are used to steal users' cryptocurrencies. To protect yourself from cryptocurrency frauds, thoroughly research the project and its developers before investing and use only reputable and well-known platforms. Often, fraudsters first hijack real social media accounts and make posts using these compromised accounts.

Conclusion and Evaluation

Technology has diversified and complicated the methods used in fraud. To cope with new threats such as AI-generated fake images, it is essential to be vigilant and take security measures. Using strong passwords, applying two-factor authentication (2FA), keeping up with updates, and being informed about fraud are fundamental steps to enhance your security in the digital world. While technology makes our lives easier, it also poses serious risks if not approached with caution. Therefore, it is crucial to act carefully and consciously in the digital world.

Successful application of individual protection measures will also enhance societal awareness. Additionally, public awareness is significantly strengthened by official institutions and organizations, with the Cyber Crime Unit established within the General Directorate of Security (Emniyet Genel Müdürlüğü) playing a key role in creating and developing public awareness.



What Should Investors Consider When Choosing a Brokerage House?

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Management

In recent years, the increase in the diversity of investment instruments due to financial globalization and the fact that investment processes are faster and easier than in the past can lead to an increase in the number of individual investors. On the other hand, in countries where inflation is high, it is possible to observe an increasing number of people trying to protect their savings against inflation through various investments. In fact, individual investors can now open positions on variables such as stocks, mutual funds, crypto assets, foreign exchange, commodities, stock market index, EFT, bonds and certificates quickly and with a single order. In this context, in the financial world where diversity is increasing, not only diversity but also risks are increasing, while the most important risk that is ignored in the financial world, which includes numerous risks, can be expressed as the risk of brokerage house. The market, where foreign exchange, commodities and even stock market indices are traded, can be considered as the environment that requires the most attention when choosing a brokerage house. Although the FOREX (Foreign Exchange) market, which allows leveraged transactions with high volatility, has been one of the most popular markets for the last two decades, it was not subject to initial margin and leverage restrictions until 10.07.2017. This situation caused individual investors to lose a lot of money, and many investors even lost their principal. On 10.07.2017, the official gazette published the following statements: "In order to perform leveraged transactions, a minimum of 50,000 TL or equivalent foreign currency amount shall be deposited in the account as initial margin amount." and "The leverage ratio to be applied at the time the position is first opened in leveraged transactions cannot exceed 10:1." This restricted the ability of individual investors to perform highly leveraged transactions with low amounts. The main purpose of this is, of course, to protect individual investors. However, over time, the emergence of brokerage houses that are not subject to the CMB, allowing anyone to trade at any amount, as well as the provision of 1:100, 1:200, 1:300, 1:400, and 1:500 leverage opportunities, has caused individual investors to switch to brokerage houses that are not subject to the CMB. Although audits are carried out by the competent authorities, individual investors, especially new investors who have just started trading, may prefer to trade in unauthorized brokerage houses operating in different countries where there are no limitations such as leverage and initial capital.

Despite efforts to raise investor awareness through social media, mainstream media, newspapers and free trainings, unfortunately, domestic investors may trade with unauthorized brokerage houses instead of brokerage houses subject to the CMB. Although these institutions state that they operate in the UK, Montenegro, Cyprus and other countries and that they are audited by the official institutions of the countries in which they operate, they cause investors to face two different risk factors. The first risk is the risk of losing even the principal due to the lack of leverage and initial capital limitations, while the second risk is the risk of the brokerage firm. While the first risk factor can be minimized with orders such as stop loss and take profit, the second risk, broker risk, is impossible to avoid. The main reason for this is that the intermediary institution is not audited by the CMB. In this case, the brokerage firm may not return the profit or even the principal if the investor makes a profit. If the investor encounters this situation, he/she should file a complaint and request to the CMB, but since the institution operates abroad and is not audited by the CMB, the investor will be defrauded in a way.

To explain with an example; let's assume that an investor trades with \$10,000 through an institution that is not subject to the CMB. As a result of the trades, the investor made a 40% return within a month and when he wanted to withdraw all of his money, i.e. \$14,000, he could not find an interlocutor and faced the situation of losing all of his principal and profit. This would disappoint the investor even more than the loss incurred on the trade, which would reduce the investor's appetite for trading. In this context, in order to avoid falling into the trap of (so-called) brokerage houses, all investors should work with brokerage houses authorized by the CMB. Otherwise, all their assets, including the capital they have invested, may be lost by being defrauded and it may become impossible to reach any interlocutor to compensate for this situation.

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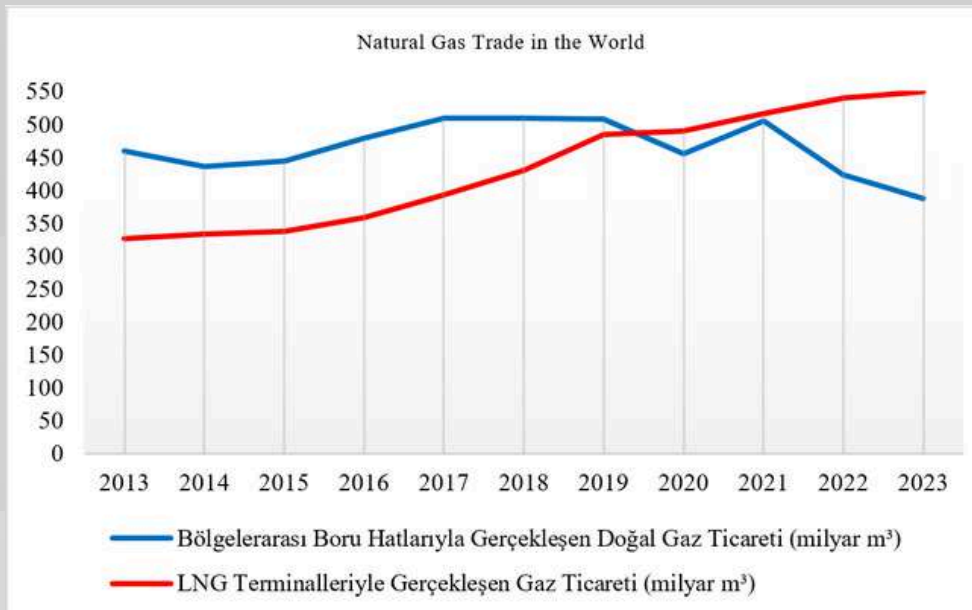
ON THE RAPID DEVELOPMENT OF LNG TRADE IN THE WORLD

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The ever-increasing global energy demand, irrational policies in international relations, old-fashioned land wars, the pandemic, the rise of authoritarian tendencies in governments, and irregular migration all make borders more significant. These experiences in recent years have caused problems in securing energy supply, affecting both economies and disrupting modern life. In this context, liquefied natural gas (LNG) emerges as an alternative that allows countries to pursue a relatively independent energy policy. The dependency on natural gas supplied via pipelines makes it difficult for countries to conduct independent energy policies, and, as in the case of Russia shutting down gas pipelines to Europe for various reasons, reminds us who is in charge.

LNG is the liquid form of natural gas. This gas is cooled to -162°C , reducing its volume by 600 times. After being transported by LNG ships, it is regasified through energy terminals to provide energy. Therefore, having an appropriate energy infrastructure, access to the sea, neighboring coastal countries, and rivers connected to sea transportation offer significant advantages in this regard.

According to the 2024 report of the International Gas Union, the world's top five LNG exporters by share are the United States (21%), Australia (20%), Qatar (19%), Russia (8%), and Malaysia (7%). The top five LNG importers by share are China (18%), Japan (16%), South Korea (11%), India (5%), and France (5%).



The figure above illustrates the global trend of natural gas trade via interregional pipelines and LNG terminals between 2013 and 2023. Although interregional natural gas trade fluctuated during the period in question, gas trade via LNG terminals increased each year compared to the previous one and surpassed the trade conducted via interregional pipelines starting in 2020.

Recent experiences show that the world is becoming an increasingly insecure place, which endangers the security of energy supply, essential for the continuity of modern life. Natural gas trade via pipelines can be turned into a threat by the country that owns the gas. In this respect, LNG offers an advantage for countries to pursue a relatively independent energy policy, and it is becoming a subject of increasing trade with each passing day.

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CLIMATE CHANGE AND GLOBAL FOOD INFLATION



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Climate change, which is seen as one of the biggest challenges of the 21st century, is taking its place as one of the important research topics not only for environmental scientists but also for economists. I can almost hear you saying, how can an environmental problem be an economic problem? However, the problems caused by climate change are actually most closely intertwined with economics.

In recent years, economists have accelerated their research on the macroeconomic effects of climate change. One of the most important questions on everyone's minds is how climate change will affect food inflation. A joint study by climate scientists and the European Central Bank (ECB) titled "The impact of global warming on inflation: averages, seasonality and extremes" is on this very subject. The study, which examined monthly price indices for 121 countries since 1996, concluded that there has been a steady increase in food prices and inflation as temperatures increase. The results of the study signaled that food inflation will increase by 4 percent in some parts of the world by 2060 and that food costs could increase by 1.5 to 1.8 percent annually until 2035. The study emphasizes that if carbon emissions do not decrease, the severity of the situation will increase even more in 2060, and that limiting future global warming and inflationary effects will become even more difficult.

Another study is the "Sustainability of Agricultural Supply Under the Impact of Climate Change" report prepared by scientists from Boğaziçi University with the support of the Turkish Industrialists' and Businessmen's Association (TÜSİAD). According to this report, each degree Celsius increase in global average temperature can reduce wheat land yield by 6%. In addition, according to the report, it is estimated that price increases due to climate change will reach 84% on a product basis.

Turkey is one of the countries whose food production will be negatively affected by climate change. According to a study, when considering the product yields in Turkey in 2050, there will be a 13% decrease in rice, 12% in corn, 10% in sugar beet, 8% in wheat, barley, rye and oats, 7% in sunflower, 7% in legumes (dried beans, chickpeas, green and red lentils) and 3% in cotton. The decreases in production volumes signal that costs will increase both domestically and internationally and that the low-income and poor classes will be affected the most.

The food problem caused by climate change will unfortunately affect the poor the most with the increase in food prices. This can lead to further deterioration in income distribution and diseases caused by malnutrition. The solution to the problem is again through economics. It will be possible by renewing itself with appropriate policies and adapting to climate change and mitigation.

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Guardians of the Smart City: Cyber City Analysts

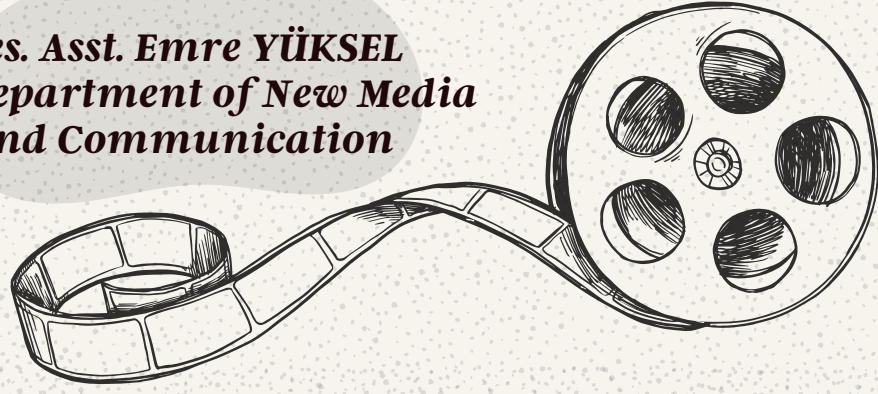
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A 3rd Year Student From the Department of Public Relations and Publicity

One of the professions expected to be in demand in the future is that of a cyber city analyst. A cyber city analyst is an expert who examines the digital infrastructure of smart cities, managing security, data management, and optimization processes in urban environments.

A "smart city" is an urban area where information and communication technologies are used to solve the city's problems or provide various specialized services. For example, in smart cities, interconnected urban transportation networks, environmental waste recycling systems, and efficient building lighting and heating systems enable cities to be managed interactively and sustainably. Cyber city analysts are particularly expected to be experts in data security, data analytics, and information technology infrastructure. They also play a role in managing large-scale and diverse functions within a city, such as transportation, waste collection, water distribution networks, and electrical grids.

The responsibilities of cyber city analysts include ensuring the secure and efficient management of large datasets in banking and financial systems, as well as biometric authentication data such as fingerprint, facial recognition, and palm print verification. They are also tasked with identifying and resolving errors in automated data flows, ensuring that operations run smoothly and efficiently. In short, the primary duty of cyber city analysts is to ensure the proper management of different systems and data flows in smart cities. It is expected that cyber city analysts will continuously maintain and operate the technological infrastructure of smart cities.

Cyber city analysts are anticipated to have a significant role in fields such as the Internet of Things (IoT), software, artificial intelligence, and cybersecurity. Though still a relatively new term, it is expected that cyber city analysis will become a popular and well-known profession within the next 10 years.



Venice Film Festival Awards Announced, Palestinian Protests Left Their Mark on the Festival

Awards were presented at the Venice Film Festival, one of the most important festivals along with Cannes and Berlin. The Golden Lion, the grand prize at the 81st Venice Film Festival, was won by Spanish director Pedro Almodovar's latest film *The Room Next Door*. The festival jury, chaired by Isabelle Huppert, chose *Vermiglio* by Maura Delpero for the Grand Jury Prize. The Best Director award went to Brady Corbet for his film *The Brutalist*.

Haluk Bilginer and Nicole Kidman in the Same Film

One of the standout films of the festival was *Babygirl*, starring Haluk Bilginer and Nicole Kidman. Kidman received a long standing ovation for her performance in the film, and also won the Best Actress award this year.

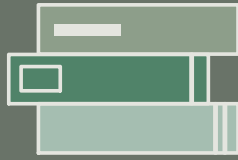
The Best Actor award at the festival went to French actor Vincent Lindon for his role in *The Quiet Sun*.

Support for Palestine in the Award Speech

While the Berlin Film Festival, which took place in the first months of the year, was blacked out on everything related to Palestine, the opposite was true in Venice. It was particularly striking that some award-winning filmmakers included Palestine in their award speeches.

American Jewish director Sarah Friedland, who received the "Lion of the Future" award at the festival, condemned Israel and expressed solidarity with the Palestinian people. Friedland accepted her award with the words, "I accept this award on the 336th day of Israel's genocide in Gaza and the 76th day of the occupation of Palestine. I believe that it is our duty as directors to use the institutional platforms we work on to ensure that Israel is held accountable in the global arena. I stand in solidarity with the Palestinian people's struggle for freedom."

SOSYOCOM SHELF



A MOVIE

ZARDOS

If humans were to discover immortality, what would become of the value of life? How would passion, love, faith, truth, and so many other things transform for humanity?

The 1974 cult film *Zardoz*, written and directed by John Boorman, presents such a vision of the world. In the film, we see a world aligned with Einstein's quote: "I don't know what weapons World War III will be fought with, but World War IV will be fought with sticks and stones." On one side, immortals live in a protected, intellectual, and almost aristocratic society within a bubble. Outside the bubble are "savage" groups that have reverted to hunter-gatherer life.

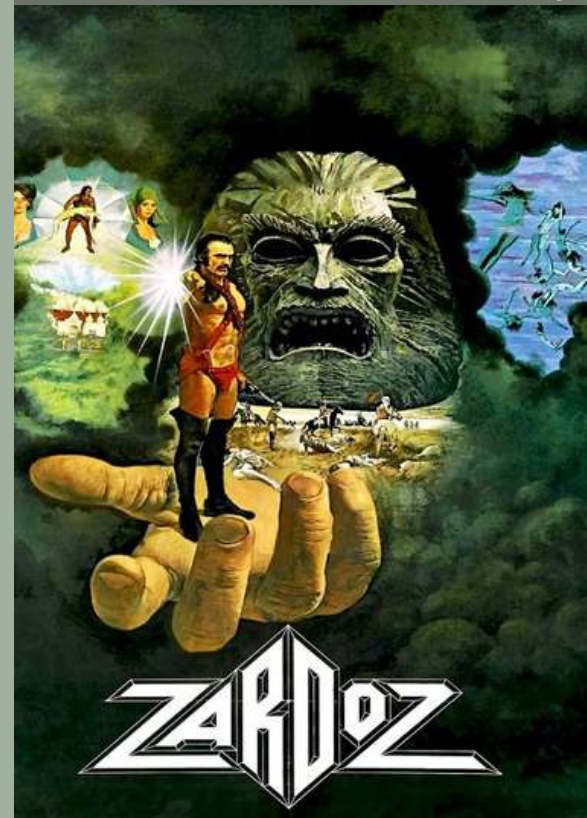
A bored artist from the immortal world starts playing god. He interacts with the world of the "savages" through a deity or statue named Zardoz, controlling, guiding, and even using them for labor, benefiting the immortals. One day, one of the leaders of the "savages" (played by Sean Connery) hides inside the mouth of the Zardoz statue and enters the immortal world with all his wildness, passion, and rawness. That's when philosophical questions begin to unravel.

I'm sharing with you one of the most important films of my life, which I watched with my father in middle school—he's the one who taught me how to read the world. For those interested in philosophy, post-apocalyptic films, or life's deeper questions, it's a great recommendation.

I hope you enjoy watching it!



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Year: 1974

Duration: 1 hours 45 minutes

Director: John Boorman

Genre: Science Fiction/Fantasy



When Nietzsche Cries

Asst. Prof. İlknur GÜMÜŞ

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*You must be ready to burn yourself with your own flame:
How can you be new without first becoming ashes?
Thus Spoke Zarathustra'*

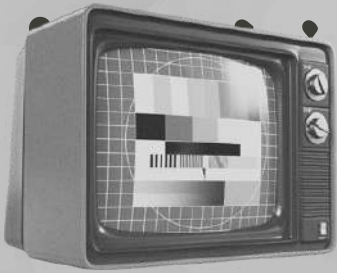
When Nietzsche Wept is a novel by psychiatrist Yalom, published for the first time in 1992, which deals with fiction and reality together...

With this novel, the author focuses on Nietzsche's life and thoughts with 'Talking Therapies' and turns our eyes to 19th century Vienna on the eve of the birth of psychoanalysis. Sigmund FREUD, Josef BREUER, Lou Andreas SALOME, who are important figures in the historical process, take place as supporting characters in the book.

When we look at the plot of the book, we see that Nietzsche, who cannot face his own pain and illness and denies them, stands at the center of the events. After a while, Lou Salome mediates the encounter between Josef Breuer and Nietzsche in the plot. The reason for this is that Salome believes that no one other than Breuer can help Nietzsche.

After the encounter, the plot of the novel begins to revolve around Breuer and Nietzsche. With Breuer's 'Talking Therapies' with Nietzsche, we begin to accompany the characters on our own inner journey, searching for solutions to our existential problems, how and why.

On the one hand, we, as readers, let ourselves flow in dialogues that question life, and on the other hand, we witness history in the Vienna of the 19th century.



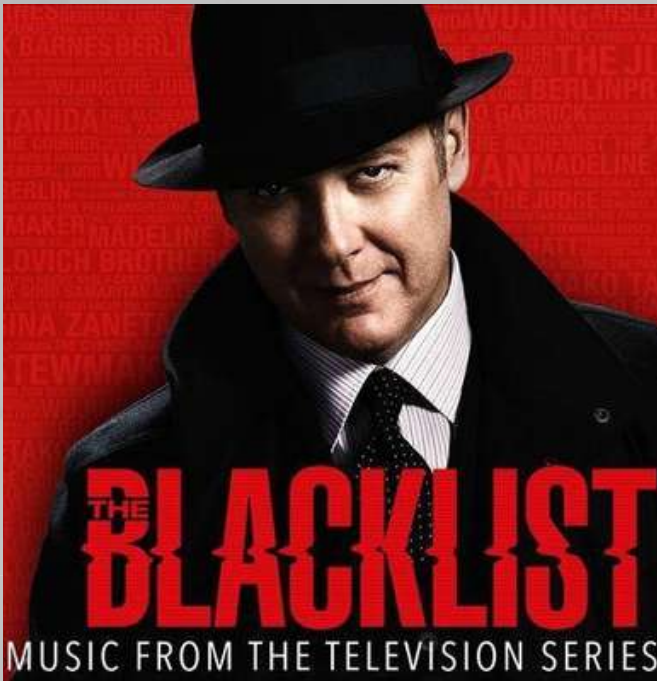
A TV SERIES



Assoc. Prof. Sarp BAĞCAN

The Department of Public Relations and Publicity

What is it like to look at the world through the eyes of a criminal? In a world where everything is perceived by most people, even by ourselves, as flat as it seems to be, where we think that everything flows on a moral plane, for better or worse... Of course there is a fiction of political and economic forces, but what about the fiction of criminals, their view and design of the world?



Blacklist gives us the background of criminal behavior and logic from the minds of the criminals, in an extraordinarily action-packed and fast-paced narrative. In the first five to ten minutes, this series takes you inside the minds of dozens of criminals of different types. The series starts at the very beginning with Raymond Reddington (James Spader), who is at the top of the FBI's most wanted list, surrendering himself to the FBI, and continues with Reddington's request for a newly graduated profiler. Over time, the series continues with the establishment of a special and secret unit within the FBI, which Reddington advises and sometimes directs in terms of his own interests. For ten seasons, the series brings you closer to the criminals' perspectives on the world; it also makes you question concepts such as law, order, truth and justice from time to time.

While the series focuses on the events, the criminal characters and their behavior, it also takes Reddington and his relationship with his chosen profiler as a sub-story, a puzzle, a mystery or a puzzle until the end. Highly recommended for those who want to watch something different, clever and fast-paced.



Book Review of the Month

Byung-Chul Han
Şeffaflık Toplumu



metis

THE TRANSPARENCY SOCIETY

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In modern society, is freedom preserved through unlimited transparency or through privacy? In *The Transparency Society* (2020), Byung-Chul Han examines the pursuit of transparency in modern society and its social impacts through profound critical archaeology. According to Han, making everything visible turns into a form of surveillance that threatens freedom and privacy, keeping individuals under constant observation. "Transparency,..." Han states, "turns people into glass. Its violence lies in this. Unrestricted freedom and communication turn into total control and surveillance. Social media increasingly resembles digital panopticons that discipline and exploit sociality..." (2020:12). While transparency creates an illusion of freedom, it actually binds individuals with invisible chains, making them constantly monitored and controlled. Consequently, individuals lose their freedom by being perpetually visible and scrutinized.

The Society of Positivity

Rather than enhancing access to information, transparency leads to a social order where individuals are constantly observed and evaluated. Han conceptualizes this as a "society of positivity." In such a society, only the positive, agreeable, and measurable hold value: "The general judgment of the society of positivity is the 'Like.' Facebook's determination not to offer a 'Dislike' option is significant. The society of positivity avoids all forms of negativity because they would disrupt communication. The only criterion of communication's value is the volume and speed of information exchange" (2020:23). Han argues that in this social order, critical thinking and differences are replaced by a harmonious, homogeneous form of communication. Interactions between individuals become superficial, and social relationships continue in a depthless manner.

Privacy in the Shadow of Transparency

Han asserts that transparency is a byproduct of the information society and has become indispensable for sustaining the capitalist order. "The excess of exposure makes everything immediately consumable, stripped of all its secrets," says Han (2020:28). He emphasizes that although transparency accelerates information and communication, thereby increasing efficiency, it also creates a competitive environment that wears down individuals. The pursuit of transparency damages not only information but also human relationships, ethical values, and the political structure. In this context, Han reminds us of the importance of privacy for modern individuals: "The human soul, as far as can be seen, needs spaces where it can remain away from the gaze of others, to be alone. It has the characteristic of being impermeable. Complete illumination will lead to its burning and a kind of burnout" (2020:17). Therefore, Han argues that the protection of privacy is vital for the individual's mental health and the sustainability of social cohesion.

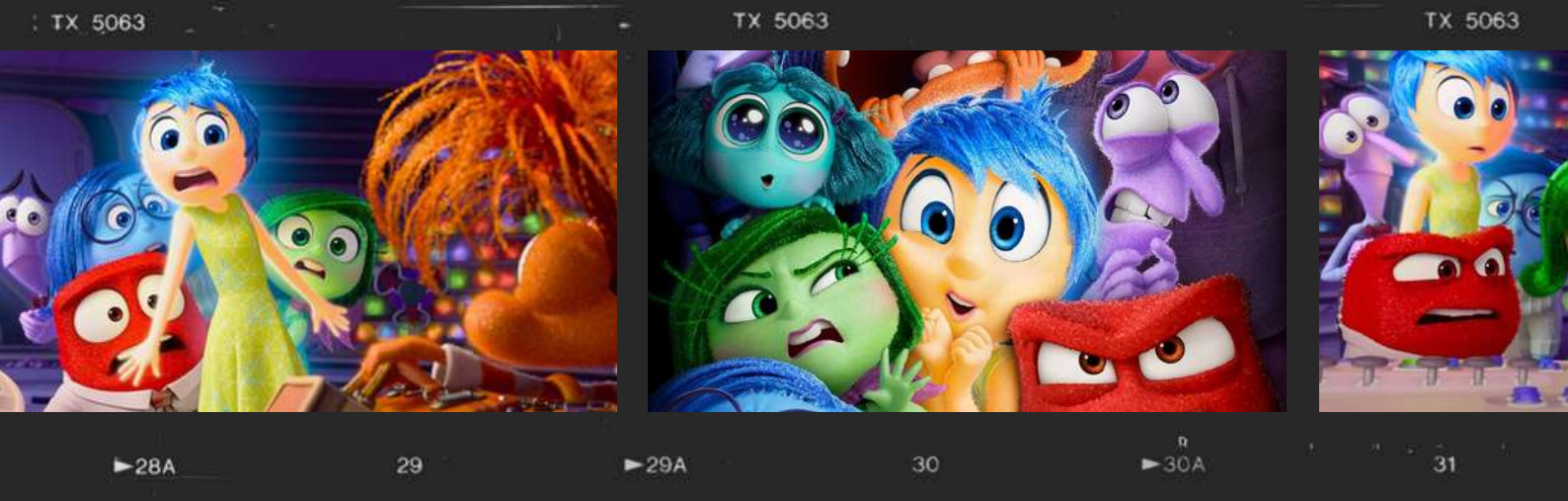
Final Thoughts

The central argument in Han's *The Transparency Society* is that the concept of transparency homogenizes everything by making it transparent, resulting in a bland, competitive, and exhausting social structure devoid of magic and depth. The book aims to give the reader a strong awareness of the invisible threats of modern society by exploring in depth the pressure on individuals in the digital age, the erosion of privacy and the superficial communication that has replaced critical thinking.

Movie Review of the Month

Elif KARACA

A 3rd Year Student From the Department of Public Relations and Publicity



A CHILDREN'S COMEDY: INSIDE OUT

One of Pixar Animation Studios' mesmerizing creations, "Inside Out," takes viewers on an impressive journey into the depths of the human mind. Released in 2015 and receiving critical acclaim, this animated film offers an incredible experience for both children and adults.

The movie centers on an emotional adventure within the mind of an 11-year-old cheerful girl named Riley. Riley's life turns upside down when her family moves to San Francisco due to her father's job. During this period, a struggle begins between five primary emotions in Riley's mind: Joy, Sadness, Fear, Anger, and Disgust. These emotions act as characters guiding Riley's life, controlling her memories and emotional responses. While Joy tries to maintain Riley's happiness, the increasing influence of Sadness complicates everything, leading to a grand adventure among the emotions. As this adventure unfolds, Joy and Sadness work to reunite the family, while the other emotions, after making a big mistake, push things into a deadlock. The film, which ends on a happy note, includes exciting and action-packed scenes.

The film won the Academy Award for Best Animated Feature in 2016 and achieved great box office success worldwide. Praised by critics, the movie grossed over \$900 million, making it one of Pixar's most successful productions.

"Inside Out" is not just an animated film; it's also a profound exploration that allows viewers to connect with themselves and their emotions. Riley's story and the colorful and enchanting reflection of her inner world appeal to audiences of all ages. If you're looking for a wonderful experience in the realm of imagination, "Inside Out" is the perfect movie for you!

ACADEMIC PLAYLIST



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Farewell Songs

September is a month of closure as well as new beginnings. For this reason, this month, we wanted to prepare a list of farewell songs for you.

With September, we have come to the end of the summer season. We wanted the songs we gathered in this list to point to this farewell. The songs in the list we have created are mostly old classics and songs that have been very popular.

We wish you an enjoyable listening.

[Click here for the playlist...](#)



Sealed With A Kiss - Single Version
Brian Hyland



Bye Bye Bye
*NSYNC



When You're Gone
The Cranberries



Un-Break My Heart
Toni Braxton



Still Loving You
Scorpions



Angels - 2004 Mix
Robbie Williams



Ain't No Sunshine
Bill Withers



You'll Be In My Heart
Phil Collins



Sorry Seems To Be The Hardest Word
Blue, Elton John



I'll Be Missing You (feat. Faith Evans, 112)
Diddy, Faith Evans, 112



ASSESSMENT OF UNESCO'S 2023 GLOBAL EDUCATION MONITORING REPORT

The 2023 Global Education Monitoring report by UNESCO has sparked significant debates regarding the global call to ban smartphone use in schools, focusing on its effects on educational policies and students' academic performance. The report highlights research on the role of smartphones in education, revealing that these devices negatively impact learning processes by distracting students, leading to poor academic outcomes. Furthermore, the report emphasizes the detrimental effects of excessive screen time on children's emotional stability.

The Distractive Effect of Smartphones

As the role of technology in education continues to grow, the use of smartphones in schools has become a contentious issue. Research shows that smartphones have a high potential to distract students during lessons. When students turn to their phones during class, they struggle to concentrate, interrupting their learning process. UNESCO's report observes negative outcomes in classrooms where phones are frequently used, such as decreased concentration and academic achievement. The report stresses that excessive use of smartphones directly impacts academic success. Continuous use of phones weakens study habits and prevents students from reaching their academic goals. Spending time on phones during lessons or free periods can cause students to neglect their assignments and studies, ultimately resulting in poor academic performance in the long term.

The Impact of Screen Time on Emotional Stability

The report also addresses the negative effects of excessive screen time on children's emotional stability. Prolonged screen use reduces children's social interactions, negatively affecting their emotional development. Additionally, increased screen time disrupts children's sleep patterns, which in turn adversely impacts their overall mood. UNESCO notes that these negative effects spill over into educational processes, diminishing children's motivation to learn.

UNESCO's global call to ban smartphone use in schools serves as a crucial warning that education policies need to be reshaped. The report emphasizes that governments and educational institutions must develop policies that encourage students to use technology consciously. Moreover, teachers and parents are urged to take a more active role in monitoring and limiting children's technology use.

In summary, the warnings highlighted in UNESCO's 2023 Global Education Monitoring report demonstrate the need for a cautious approach to technology use in education. Uncontrolled smartphone use can negatively affect students' academic success and harm their emotional development. Therefore, it is crucial to reevaluate educational policies based on these realities and take the necessary measures. UNESCO's global call underscores the importance of limiting and raising awareness about technology use to improve the quality of education.



INTERDISCIPLINARY RESEARCH AND EDUCATION: THE KEY TO INNOVATIVE SOLUTIONS

RES. ASST. MERVE BOYACI YILDIRIM

THE DEPARTMENT OF PUBLIC RELATIONS AND PUBLICITY

Interdisciplinary Research and Education: The Key to Innovative Solutions

Today's complex problems have become difficult to solve within the confines of a single discipline. From climate change to artificial intelligence, from public health to social inequalities, many problems require the knowledge of different disciplines to come together. Therefore, interdisciplinary studies are becoming increasingly important.

The Power of Interdisciplinary Approach

An interdisciplinary approach has the potential to develop innovative solutions by bringing together concepts, theories and methods from various academic disciplines. For example, the interaction between biology and computer science has revolutionized genetic research. Similarly, the intersection of engineering and social sciences has led to important innovations in areas such as the design of smart cities.

Research shows that interdisciplinary studies are effective in generating new knowledge and solving complex problems. For example, a study published in Nature emphasized that interdisciplinary research increases the citation rates in scientific articles and that these studies have more impact (Rafols & Meyer, 2010). This is a clear indication of how different disciplines can come together to create synergy towards a common goal.

Interdisciplinary Approach in Education

The interdisciplinary approach in education provides students with a broad perspective and prepares them for the complex problems of the future. Interdisciplinary education contributes to the development of students' analytical thinking, problem solving and collaboration skills. Especially in universities, such programs allow students to combine their knowledge and skills from different disciplines to produce more creative and innovative solutions.

For interdisciplinary education to be successful, it is important for universities to encourage and support such programs. For example, Stanford University's "d.school" program brings together students from engineering, business, design and other disciplines to develop innovation-oriented projects. Such programs provide students with not only theoretical knowledge but also practical experience, preparing them for real-world problems.

Promoting interdisciplinary studies can have a major impact not only in the academic world, but also in business and other areas of society. Universities should support interdisciplinary programs and research projects and encourage students and academics to engage in such work. In addition, rewarding interdisciplinary research and recognizing achievements in this field will contribute to the spread of this approach to a wider audience.

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ENTREPRENEURSHIP AND INNOVATION



BIOMIMICRY

Assoc. Prof. Ayşe Meriç YAZICI
The Department of International Trade
and Business

The concept of biomimicry, derived from the Greek words 'bios' and 'imitation' (Volstad and Boks, 2012; Akkaya and Yazıcı, 2020), was used by Otto Schmitt in 1957 (Zorica et al., 2015). Biomimicry, which is inspired by nature (Benyus, 1997), is used to make innovative designs and find solutions to people's problems by taking the biological and characteristic features of many living things. Self-cleaning fabrics inspired by the lotus flower, adhesives inspired by the lizard's feet, drones inspired by the way eagles fly from one place to another in search of food, Speedo's swimsuits inspired by shark skin, and the kingfisher bird inspiring the Shinkansen 500 bullet train are some examples of biomimicry (Yazıcı, 2020). Leonardo Da Vinci, who lived during the Renaissance period, designed tanks by imitating the durability of turtles' shells in order to protect Roman soldiers from arrows shot at them during the war, which are among Da Vinci's best-known designs today (Genç, 2013).

"Biomimicry is a new science for problem solving that examines the models, systems, formation processes and elements of nature and utilizes the information obtained by imitating or taking creative inspiration". Its basic principle is not how we can solve our problems better, but how we can do better. In order to solve our problems or meet a need, we can examine and observe living things in nature and transform them into designs (Primlani, 2013).

Biomimicry is used in two ways. The first is from biology to design and the second is from design to biology. Biomimicry can also be defined as "a practice that learns and tactics strategies found in nature to solve human design challenges and find hope along the way". Biomimicry is an approach that brings together the two worlds of interdisciplinary approaches such as nature and technology, life and design, and biology and innovation (Volstad and Boks, 2012). Its aim is to adapt well-designed products, processes and policies to the physical world (Hayes et al., 2020). Benyus (2011) further argued that "at its most practical, biomimicry is a way of seeking sustainable solutions by borrowing the blueprints, chemical recipes and ecosystem strategies of life". Moreover, "at its most transformative, it brings us into right relationship with the rest of the natural world" (Hayes et al., 2020). Biomimicry aims to better understand the successful strategies adopted by nature to better adapt organisms to life, and then mimic and apply such strategies to solve human problems. To better understand what biomimicry is about and how it differs from other bio-inspired approaches, it is important to understand what biomimicry is not.

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THE ROLE OF INNOVATION AND CREATIVITY IN THE ECONOMY: ENTREPRENEURSHIP AND INNOVATION

Asst. Prof. Didem TETİK KÜÇÜKELÇİ

The Department of Management Information Systems

Entrepreneurship and innovation have become the cornerstones of economic growth and social development in today's rapidly changing world. For students of economics and social sciences, these two concepts are important factors that create profound changes not only in the business world but also in the social structure. Entrepreneurship refers to individuals or groups taking risks to bring new business ideas to life, thereby creating economic value in the process. Innovation, on the other hand, involves improving existing products, services, or processes, or developing entirely new solutions.

From an economic perspective, entrepreneurship and innovation enable increased competition in markets, higher productivity, and the emergence of new business sectors. New ventures contribute to economic growth and increase social welfare by reducing unemployment rates. At the same time, innovative enterprises increase competition in markets, forcing existing companies to innovate as well, which positively impacts overall economic performance.

From the social sciences perspective, entrepreneurship and innovation play a significant role in the transformation of social structure and cultural dynamics. New business models and technologies shape the needs and expectations of societies and redefine social relations. For example, the rise of digital enterprises has not only made work practices more flexible but has also facilitated access to and sharing of information. This contributes to the formation of a more conscious and participatory society at both individual and social levels.

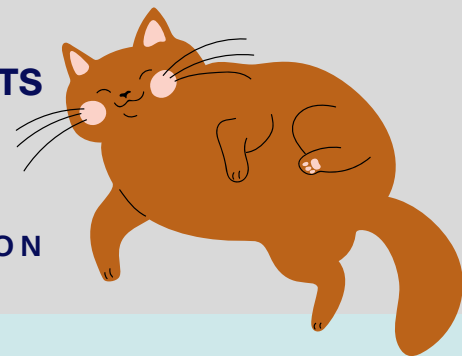
However, the success of entrepreneurship and innovation depends not only on individual skills and courage but also on an appropriate ecosystem and supportive policies. Universities play a critical role in this process. By offering educational programs and mentorship support that equip students with entrepreneurship and innovation skills, they encourage the realization of new ideas. Furthermore, public policies and legal regulations reduce barriers for entrepreneurs and support innovation.

In conclusion, entrepreneurship and innovation emerge as the fundamental dynamics of economic and social transformation. For students of economics and social sciences, these concepts hold significant importance both in academic and professional life. Promoting entrepreneurship and innovation not only accelerates economic development but also contributes to achieving a more equitable and sustainable society.



POLITICAL

AGENDA ANIMALS AS DIPLOMATS: P.S.: CATS



RES ASST: DİLEK KIZILIRMAK

THE DEPARTMENT OF NEW MEDIA AND COMMUNICATION

Public diplomacy has become one of the most popular concepts in international diplomacy in recent years. Referred to as "soft power," public diplomacy is based on a dialogue-centered approach, distinct from coercion, force, or military and economic sanctions. Rather than focusing on agreements and diplomatic activities conducted between governments or other official national institutions, public diplomacy refers to activities aimed at shaping a positive image of a country in the minds of other nations' publics, fostering sympathy, or elevating an already favorable perception. For instance, activities to promote a country's music culture—whether financed by governments or non-governmental organizations or carried out voluntarily—fall under cultural diplomacy, a type of public diplomacy. While cultural diplomacy is sometimes treated as a separate domain in the literature, Turkish folk music, Cuban salsa, or Italian opera can be considered examples of music diplomacy, a subfield of cultural diplomacy.

But is it possible to talk about a type of diplomacy called animal diplomacy? The literature on the subject is scarce, but we can easily associate many countries with certain animals. For example, pandas come to mind when we think of China, camels for Arabia, kangaroos for Australia, and the brown bear for Russia. A famous photo of Russian President Vladimir Putin riding a horse was even turned into a meme online by replacing the horse with a brown bear. In recent years, animals like Larry, the official cat at Buckingham Palace employed to control mice, have frequently appeared in news stories, on websites, and on social media.

In terms of animal diplomacy, Turkey has great potential globally. Although Turkish epics portray the wolf as a sacred myth, Turkey is becoming increasingly known as the "country of cats," and Istanbul as the "capital of cats." You may have even seen the expression "catstanbul" used for Istanbul. Scientific studies also provide evidence that cats originated in Turkey.

Gli, the cat of Hagia Sophia Mosque who passed away in 2020, was one of Turkey's internationally famous cats. Others include Tombili, who passed away in 2016 and now has a statue in Kadıköy, and the obese cat of Beşiktaş, who passed away in February. Tourists' interest in stray cats in Turkey is growing, and the care that locals show for cats in nearly every neighborhood in Istanbul—along with the presence of cat houses and food bowls on almost every street—both surprises and delights visitors.

While Istanbul has become a favorite among tourists and even world-famous influencers due to its cats, it's important not to overlook the city's stray dogs. A quick search online reveals famous street dogs such as Boji, The Boulder, and Kaya. Like the cats, these dogs capture tourists' attention with their sociable nature, their happy lives in secure areas such as Beşiktaş, Kadıköy, and Şişli, and their friendliness. These stray dogs, who can roam freely and safely and are monitored by municipal veterinary services, pose no threat and instead bring joy to both locals and tourists in Istanbul.

Experts agree that showing affection and care toward stray animals is beneficial for psychological well-being. Beyond its societal impact, animal diplomacy should also be considered from an international perspective, and decisions regarding stray animals should be made thoughtfully and compassionately. Turkey's potential to use animal diplomacy as a tool to improve its national image, enhance positive perceptions, and create goodwill internationally should not be overlooked, and appropriate diplomatic policies should be developed with this in mind.





TECHNOLOGY ADDICTION

Assist.Prof. İlknur Gümüş

The Department of Public Relations and Publicity

Technology addiction is defined as behavioral disorders that occur as a result of the uncontrolled use of the internet and technology available to us. These behavioral disorders include the disorder of playing digital games, playing on gambling sites that also exist on digital platforms, and spending too much time on social media and smartphones and their excessive use.

Digital game addictions in adolescents and young people are on the rise in our country. In digital game addictions, it is seen that young people cannot keep track of their gaming time. Again, while spending time with digital games within the framework of this addiction, lack of interest in other activities in the flow of life is also noticeable. During the time spent playing games, there is not enough emotional satisfaction and they feel psychologically deprived. In short, there is the fact that playing games, whether online or offline, has taken a primary place in the lives of young people and adolescents who are addicted to digital game addiction.

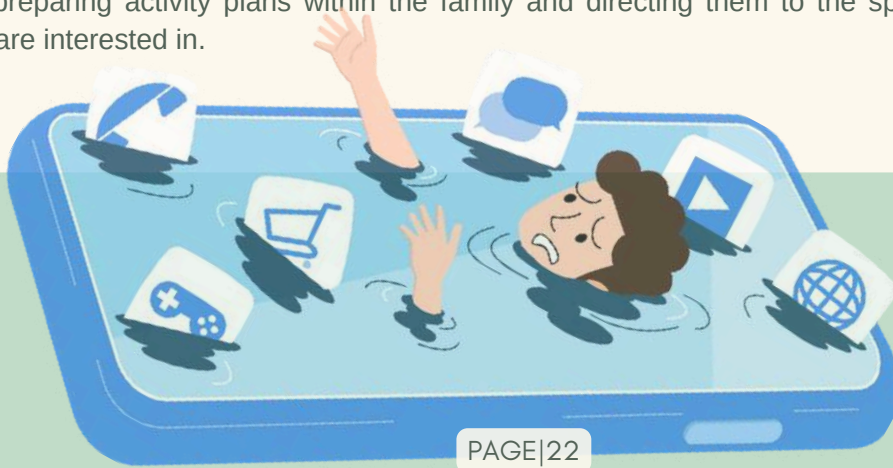
It has been reported that the risk of gambling addiction increases when money is involved in the games played especially in adults and that they can transition to gambling addiction. Internet gambling addiction is included under gambling disorder; however, the rate of internet addiction among adolescents and young people with internet gambling addiction was found to be %30.3.

So what can be done?

In the Turkish Combating Addiction (TBM) Training Program, the Green Crescent has specified the duration of use according to age ranges:

- 0-3 years: Keep away from the screen as much as possible.
- 3-6 years: Total daily time is 20-30 minutes at most.
- 6-9 years: Daily total time is 40-50 minutes at most.
- 9-12 years: Total daily time is 60-70 minutes at most.
- 12+ years: Total time per day maximum 120 minutes.

It is possible to prevent this addiction by complying with the usage times determined by the Green Crescent, supporting our adolescents and young people to meet more with their friends in the social environment, preparing activity plans within the family and directing them to the sports fields that our young people are interested in.



FEEL GOOD, LIVE WELL: THE IMPORTANCE OF PSYCHOLOGICAL HEALTH

Bedia Aydın

A 3th Year Student from the Department of Public Relations and Publicity

Feel Good, Live Well: The Importance of Psychological Health

Being healthy requires being in a good psychological state. Psychological well-being also affects physical health. If a person is not psychologically 'well,' it can lead to physical ailments, and they may become unable to perform their necessary tasks and activities. Therefore, to be healthy, both physical and mental health need to be balanced.

The Effects of Psychological Health on Physical Health

To claim to be healthy, one must take a holistic approach. This means that an individual's physical and mental health must support and complement each other. Stress has several well-known negative effects on the human body, such as weakening the immune system, increasing the risk of heart attacks, anxiety, panic attacks, depression, and even skin diseases like eczema and fungal infections. These are just a few examples of how the body reacts to stress. When a person's mental health deteriorates, their attention and concentration decrease, and sleep problems arise. After all this, their tolerance for others diminishes, and they may begin to struggle with anger management. If a person is mentally healthy, they feel happy and can cope with any issues that arise during the day, including anxiety and stress. To maintain mental balance and health, it is essential for a person to have strong social connections, feel valued and supported, have strong family bonds, a broad circle of friends, and open new avenues for themselves. These factors help develop stress management skills.

What Can Be Done to Protect Mental Health?

We cannot eliminate stress from our lives because it is a natural part of life. A certain amount of stress is necessary to motivate us to perform daily tasks correctly and on time. To cope with stress, a person needs to engage in activities that are beneficial for their mental health (such as swimming or horseback riding) and incorporate techniques like meditation or yoga into their daily routine to increase physical activity. Along with these, maintaining a healthy diet, taking time for oneself, and getting enough balanced sleep can help keep mental health in check and manage stress positively. A balanced diet is essential for brain biochemistry. Taking in the necessary and sufficient minerals leads to an increase in endorphins, the brain's happiness hormone, and contributes to feeling mentally healthy. Increasing emotional awareness and even recognizing one's emotions can help one live in harmony with oneself and communicate effectively with others.

Being aware of one's emotions helps manage relationships more effectively and even enhances empathy skills. Communication with others strengthens. Being aware of our emotions begins with knowing ourselves. The journey we take into our inner world by asking, 'What am I feeling right now?' helps us cope with stress. Recognizing emotions can also help us detect factors that affect our mental health, such as anxiety and depression, early on. In such cases, seeking professional help is an important step for our well-being.

Considering All This...

To keep ourselves mentally healthy, we must first trust ourselves, look at life from a more positive perspective, have a place and role in society, set goals for ourselves, show flexibility in adapting to new situations, develop the ability to make and implement decisions independently, have beliefs and values, pursue hobbies outside of our profession, and strengthen our communication with the people around us within a framework of love and respect.

I wish you all healthy days.

OVERTOURISM CRISIS IN BRUGES: CITY'S IDENTITY AND QUALITY OF LIFE AT RISK



Res. Asst. Merve Boyacı Yıldırım

The Department of Public Relations and Publicity

The popular Belgian city of Bruges, which welcomes millions of tourists every year with its medieval architecture and historical atmosphere, is facing serious problems due to over-tourism. Increasing complaints from both locals and authorities show that the quality of life and cultural identity of the city are under threat.

Although Bruges is globally recognized as a UNESCO World Heritage Site, this popularity is now creating difficulties for locals. The rapid increase in the number of tourists is negatively affecting the daily life of the city. Locals are complaining about overcrowded streets, rising rent prices and increasing infrastructure pressures in the city. The uncontrolled growth of tourism, especially in the last few years, risks damaging the historical fabric of the city.

Bruges Mayor Dirk De Fauw announced that some arrangements will be made for the city to cope with this crisis. "We have to control the flow of tourists to preserve Bruges' historical and cultural heritage. Otherwise, the city's unique identity and the quality of life of local people will be seriously damaged," he said.

Bruges authorities are working on various strategies to alleviate the problems created by excessive tourism. These include limiting the number of entrances to the city center, increasing the number of professional tour guides guiding groups of tourists, and promoting alternative routes to reduce tourist density in certain areas. In addition, Bruges has banned the construction of new hotels in the city center and stopped licenses for short-term rental houses in order to mitigate the effects of overtourism. These measures aim to limit the number of overnight tourists and prevent rising housing prices through platforms such as Airbnb. The difficulties of locals finding housing and the changing character of the city played an important role in these decisions.

Bruges is not the only city struggling with overtourism. Many European cities are taking various measures to deal with similar problems. Barcelona is introducing strict controls on short-term rentals, Venice is discussing limiting tourist arrivals, and Lisbon is trying to solve the housing problem of locals by restricting rentals. These steps are part of a wider trend across Europe to improve the quality of life for locals while preserving the economic benefits of tourism.

While tourist interest in Bruges is expected to continue, authorities emphasize the importance of sustainable tourism. The steps to preserve cultural heritage and improve the quality of life of local residents are intended to make the city more livable for both tourists and residents.

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Time to Socialize



Res. Asst. Zehra MAKAR

The Department of Business
Administration (English)

CHILDHOOD IN THE MUSEUM: THE ISTANBUL TOY MUSEUM

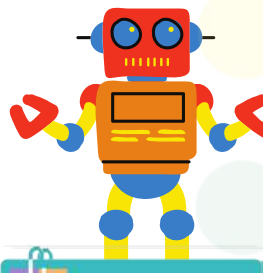
The story of the Istanbul Toy Museum begins with a black-and-white circumcision photo of Sunay Akın taken when he was five years old. During the photo session, a toy ship was placed in his hand, and after the photo was taken, the toy was taken away. This small toy symbolizes the beginning of Sunay Akın's journey into collecting toys. After years of searching, Akın decided to establish this museum. Over 20 years, toys collected from all around the world are displayed in the museum. Additionally, the toy ship from the circumcision photo is one of the key pieces in the collection. The toys include various pieces acquired from antique shops, won at auctions, or donated by individuals wishing to contribute to the museum.

The Istanbul Toy Museum was established on April 23, 2005, by Sunay Akın in a historic mansion in Erenköy. This white mansion, which belongs to Akın, provides an excellent setting for the museum's toy collections. Showcasing examples of toy history from the 1700s to the present, this museum is Turkey's first toy museum. The success of the Istanbul Toy Museum has inspired the creation of similar museums in other cities; with Sunay Akın's contributions, the Antalya Toy Museum opened in 2011 and the Gaziantep Toy Museum in 2013.

The museum is closed on Mondays and is open to visitors from 09:30 to 18:00 on weekdays, and from 09:30 to 19:00 on weekends. The entrance fee is 15 TL for adults, with discounted tickets available for 12 TL. It is also worth noting that a typical visit to the museum generally takes around 2-3 hours.

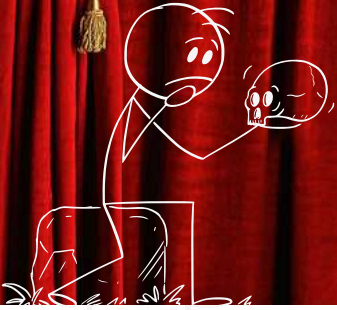
The Istanbul Toy Museum primarily appeals to adults rather than children. Visitors greatly enjoy seeing old toys that bring back childhood memories. It is quite likely that they will reminisce, saying things like, "Oh, I had this toy too!"

If you find yourself in Erenköy, it is recommended to visit the Toy Museum to see various toys and relive your childhood.



Events in İstanbul

BİR BABA HAMLET



“Bir Baba Hamlet” is a two-person show that offers a modern and creative interpretation of William Shakespeare's classic ‘Hamlet’. The play is a humorous take on Shakespeare's deeply philosophical and tragic text, offering audiences a thought-provoking and entertaining experience. Two actors portray all the characters on stage, successfully conveying Hamlet's intense drama and complex relationships with a minimal cast. This creative choice offers an admirable performance and draws attention with its approach to the classic work. “Bir Baba Hamlet” not only brings the text to the stage, but also updates its meaning for the modern audience. The play walks the fine line between tragedy and comedy, humorously exploring Hamlet's existential questions. It comes to life on stage with two actors portraying all the characters, physical theater techniques and high-energy performances. In this context, the work can be considered as a successful example of pushing the boundaries of theater and offering alternative approaches to classical texts. “Bir Baba Hamlet” is a creative and impressive production that brings Shakespeare's work to modern times while preserving its universal themes. With its minimal cast and witty language, it offers a performance that appeals to both Shakespeare fans and modern theater audiences.

Res. Asst. Dođukan Kartal

ÇIKI

The Department of Tourism

Guide

Dates:

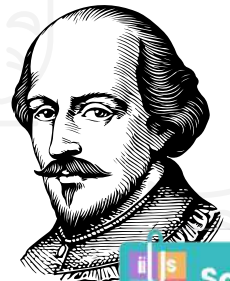
October 24, 2024, 20:30

Hour: 20:30

Location: Beylikdüzü
Atatürk Culture and Art
Center / Istanbul

Artists:

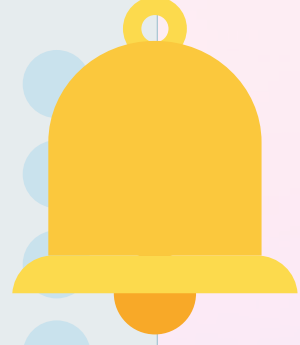
Şevket Çoruh ve
Günay Karacaođlu



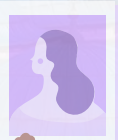
We have compiled some of the prominent events in Istanbul in October for you.

Res. Asst. Aysel ATAÖĞLU
The Department of Management
(English)

October in Istanbul



Type of Event	Name of Event	Location	Date
Stand Up	Stand Up Gecesi	İnfiniti Sahne	6 October Sunday
Concert	TNK	IF Performance Hall	8 October Tuesday
Theatre	Cimri	Beşiktaş Kültür Merkezi	10 October Thursday
Concert	Melike Şahin	Harbiye Açık hava Sahnesi	11 October Friday
Theatre	80 Günde Devri Alem	Saloon İstinye	20 October Sunday
Concert	Sıla	Harbiye Açık hava Sahnesi	25 October Friday



IGU STUDENT



İREM KAPLAN

A 4th Year Student from the Department
of Public Relations and Publicity

Dear Friends,

I am İrem Kaplan, a 4th-year student in the Public Relations and Promotion Department at Istanbul Gelişim University, and I am also pursuing a double major in Gastronomy and Culinary Arts. Even though I started my university journey during the pandemic, which was a bit unfortunate, the education I received remotely and sometimes face-to-face turned into a great opportunity, thanks to the expertise of my professors.

While some of us navigated this period healthily, others had to recover after contracting the virus. At the beginning of the first year, we learned that taking on more responsibility, recognizing the increasing importance of education in our lives, and realizing that online education could never fully replace face-to-face education without any intermediary, were essential lessons.

After the pandemic and restrictions ended, I tried to make up for the lost time by regularly attending our university's events and various conferences. I also served on the management team of the "Communication Innovation Club" in the Public Relations and Promotion Department. As a club, we organized various conferences at the university, such as "Metaverse, Sustainable Marketing, International Marketing in Healthcare." We had the opportunity to host the founders and managers of various brands at our university, allowing us and our curious, always eager-to-learn friends from our department and others to gain more knowledge.

Being a student in the Public Relations and Promotion Department has taught me a lot. I learned how to communicate with different people in different settings, how to persuade using various methods, how to write press releases, how to act and what steps to take in a crisis, how to analyze advertisements, understand the messages conveyed in the first seconds along with the promises made, and how to establish a connection between public relations and advertising, and so much more. I would like to express my gratitude to my department head, Associate Professor Dr. Sarp BAĞCAN, for sharing all the details about Public Relations, Promotion, and Advertising with us.

Istanbul Gelişim University provides advantages both academically and socially. Academically, it offers a wide range of courses and a valuable teaching staff whose knowledge is crucial for us. Socially, each department has its conferences and talks, which allow us to socialize while also adding knowledge upon knowledge. Additionally, I am one of the students benefiting from the university's "Double Major Program." We have a school that allows us to pursue education in different fields simultaneously.

To sum up briefly, Istanbul Gelişim University has been more than just a university for me. The knowledge I gained during my time here, along with the friendships I made, has prepared me for my long future ahead. I am now in the final year of my journey at Istanbul Gelişim University, which marks the first step in my career journey. Although I feel a bit of sadness about graduating, the hope for beautiful days ahead overcomes that sadness. I hope that you, too, choose Istanbul Gelişim University on your path of growth and achieve your dreams step by step...

Stay with love and stay with Gelişim.



Damla KAHRAMAN

A Graduate Student from the Department of
Public Relations and Publicity

Hello, I'm Damla. I graduated from the Department of Public Relations and Publicity in 2023. I took an important step in the field of communication and media by transferring to the department from Kadir Has University Preparatory Program in 2019. From the first year I started the department, I had an enthusiastic attitude towards learning about the sector and classes. I realized that the school had all the facilities I could need; rich library facilities, various clubs and socialization areas offered great opportunities for me to improve myself and socialize.

During my education process, the knowledge of our professors was like a light, they guided us. Not only did I learn professional communication tips and information about the industry, but they also gave me the opportunity to develop my creative thinking and strategic planning skills. I had the opportunity to continuously renew myself to produce innovative solutions and develop effective strategies in the world of communication.

Throughout my education period, thanks to the school's facilities and the contributions of our professors, I gained in-depth knowledge and practical experience in subjects such as public relations strategies, media management, crisis communication and event organization. In addition to theoretical knowledge, I had the chance to do practical work in all areas of the sector through various projects, camera training, Photoshop program training and seminars organized by the clubs.

After completing my internship at the communication and consultancy agency I started in May 2023, I am now working as a Brand Manager at the same agency. I use the knowledge I have learned and the experience I have gained in my education life to sign successful projects in the professional world.

I would like to thank my school and friends, especially my teachers and family, who supported me in this process.

With my love



IGU Double Major Program

The double major program has provided me with significant benefits, both academically and personally. This journey has not only enhanced my knowledge and skills but has also helped me discover my potential and better understand myself. Working in different disciplines has improved my ability to think critically and apply that thinking in practice. Initially, the idea of pursuing a double major seemed overwhelming. However, over time, I realized how much this intensity has contributed to my growth. Balancing two disciplines was challenging at first, but in the end, it taught me invaluable lessons. Now, I can clearly see how this experience has transformed me, both academically and socially.

Doing a double major has significantly improved my time management and organizational skills. To succeed in two different fields, I had to plan more effectively, which prepared me for the fast-paced work environments I will face in the future. Especially when it came to allocating time for projects and exams in both disciplines, I learned to prioritize effectively. This has not only helped me succeed academically but has also made a big difference in managing everyday life.

Studying two distinct fields, such as Psychology and Public Relations, has given me the opportunity to develop my critical thinking and problem-solving skills. Being able to integrate what I learned about human behavior in psychology with the strategic communication lessons from public relations has provided me with unique perspectives. I have gained the ability to approach problems from multiple angles, which has given me a significant advantage both academically and socially. Combining knowledge from different fields has made me more adept at coming up with creative solutions to problems.



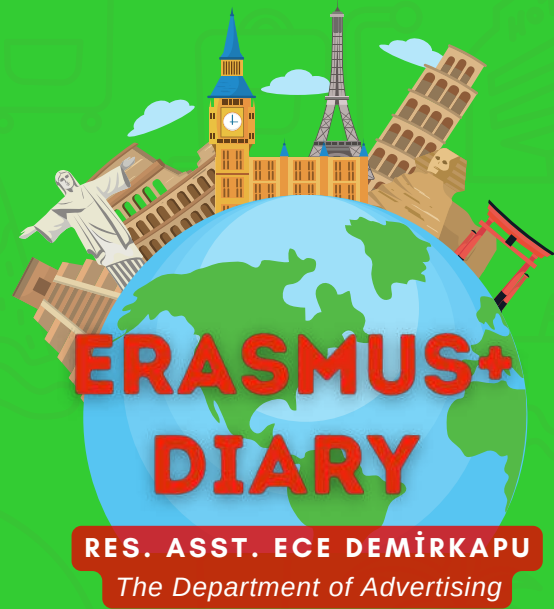
Duygu ALP

A Student from the Department Public Relations and Publicity

This experience will undoubtedly offer great advantages in the business world as well. Especially in environments where versatility is highly valued, the skills and knowledge I gained through my double major will set me apart from other candidates. The diverse experiences and insights I've acquired from different disciplines will provide me with opportunities to work in various industries and make me a more appealing candidate in job applications. The competencies I've developed in two distinct fields also help me present myself more confidently in job interviews and along my career path. My increased self-confidence gives me a significant edge as I prepare to enter the workforce.

Pursuing a double major has contributed not only to my career but also to my personal growth. The interdisciplinary nature of this program has made me a more versatile and adaptable individual. Being educated in different fields has equipped me to handle any challenges that may arise in the future. Now, I feel stronger both academically and personally, and I believe I am much more prepared for the challenges I will face in my future career.

This experience wasn't just an educational option; it was a crucial step toward my future success. I highly recommend anyone considering a double major to seize this opportunity, as it provides great advantages both academically and personally.



I did Erasmus+ program at Politecnico da Guarda University in Guarda, Portugal, between 15 and 19 July 2024. First of all, I must say that I was welcomed very warmly at the school, especially by the Erasmus Office staff. Thank you so much to each of them for making this experience even better. Apart from the office workers, during the days I spent at Guarda, I met the head of the Department of Public Relations and Communication, which is the department closest to my field at the school. He gave me a small tour of the school, showing me many places such as the classrooms used by all communication departments at the school, computer laboratories, and the gallery where student works are exhibited. Their newly opened Media and Design Laboratory was my favorite place in their school. This laboratory is where students studying in Communication departments come and either research and produce articles or create practical designs, videos, etc. It was designed as a very enjoyable space with its products and facilities where everything is state-of-the-art. I hope that we can open a similar laboratory in the future and produce valuable products with our students.

Apart from the time I spent outside Guarda, I had the opportunity to visit the cities of Lisbon and Coimbra in Portugal, Madrid and Seville in Spain for a few days. Although I love them all, I must say that Lisbon in Portugal and Madrid in Spain are my personal favorites. I can say that Lisbon, the city of famous writers Saramago and Pessoa, has immediately gained a place among the cities I have seen in Europe so far. Madrid, like Lisbon, is a city that immediately envelops people with its atmosphere and culture. The Prado Museum, which I visited in Madrid, was an extraordinary museum with the richest collection of many valuable works of art among the museums I have visited so far.

Apart from the cultural and artistic aspects, I must say that I also love both Spanish and Portuguese cuisine, especially the seafood, which is prepared very well. I believe that seafood must be tried when you visit both countries. In this context, it was a very educational and enjoyable experience as it allowed me to taste different flavors as a gastronomic experience. I recommend Erasmus to everyone as it adds a lot both culturally and professionally. It is undoubtedly one of the best experiences that must be experienced in life.





Gaziantep's Delicate Delight: Katmer

RES. ASST. DİLEK KIZILIRMAK
THE DEPARTMENT OF NEW MEDIA AND
COMMUNICATION

Katmer is one of the most traditional and unique desserts in Turkish cuisine. Among the renowned sweet treats of Gaziantep, such as baklava and şöbiyet, katmer stands out as one of its most iconic flavors. This beloved Turkish dessert is prepared with thinly rolled dough, generous amounts of clotted cream, pure butter, beet sugar, and Antep pistachios. Traditionally served to newlyweds on the morning after their wedding, katmer holds a special place in Turkish culinary culture. Over time, this delicious treat has transcended its role in special occasions, becoming a widely consumed dessert.

The history of katmer dates back to the Ottoman era when it was traditionally served at breakfasts or during gatherings to honor guests. While it is particularly popular in Gaziantep, this delicacy has spread to many regions of Turkey over time. Made by filling the thin dough with a generous amount of Antep pistachios, clotted cream, and sugar, katmer offers a delightful combination of crispy and rich flavors. Crafting katmer requires great skill, especially when rolling the dough to its signature thinness. The filled dough is folded into a square shape and baked for about 8-10 minutes. The result is a dessert that is crispy on the outside, soft on the inside, and packed with the rich taste of pistachios.

Katmer has secured its place in modern cuisine and is no longer confined to breakfast but is enjoyed at any time of the day. Its pairing with tea is a testament to how beloved this dessert remains in contemporary culture. For both foreign and local sweet lovers, katmer offers an ideal introduction to exploring the richness of Turkish cuisine.

For those looking to try authentic katmer in Istanbul, there are several notable spots to visit. One of the best places to try this taste is Güllüoğlu in Karaköy, known for its dedication to Gaziantep's culinary traditions. Another great option is Katmerci Zekeriya Usta, a famed Gaziantep katmer maker with a branch in Ataşehir. Other recommended locations include Çanak Kebap & Katmer in Kadıköy, Köşkeroğlu Katmer in Beyoğlu, Develi Baklava in Fatih, and Kilikya Katmer in Ümraniye—each a popular stop for katmer enthusiasts. I highly recommend enjoying this treat with a warm cup of tea.

Enjoy!





ABOUT ACADEMIC LIFE

PUBLICATIONS

- **Prof. Anton Abdulbasah Kamil's** article titled "Financial technology forecasting using an evolving connectionist system for lenders and borrowers: ecosystem behavior" was published in **IAES International Journal of Artificial Intelligence**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Impact of financial development, trade flows, and institution on environmental sustainability in emerging markets" was published in **Energy and Environment**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Testing the Mediating Role of Fiscal Policy in the Environmental Degradation in Portugal: Evidence from Multiple Structural Breaks Co-integration Test" was published in **Journal of the Knowledge Economy**.
- **Asst. Prof. Mahasen Badra's** article titled "Metatheatre in Brian Friel's The Loves of Cass McGuire: The Semiotics of Make-Believe" was published in **ELOPE: English Language Overseas Perspectives and Enquiries**.
- **Asst. Prof. Ece Zeybek Yılmaz's** article titled "The Mediating Role of Spiral of Silence in the Effect of Nomophobia on Social Withdrawal" was published in **Addicta: the Turkish Journal on Addictions**.
- **Asst. Prof. Serkan Demirel and Asst. Prof. Murat Topcu's** article titled "The Impact of Artificial Intelligence Applications on Digital Banking in Turkish Banking Industry" was published in **Advances in Human-Computer Interaction**.

ABOUT ACADEMIC LIFE

ASSIGNMENTS

- **Asst. Prof. Neda ALIPOUR** has been appointed as “Assistant Professor” in the Department of Management Information Systems.
- **Asst. Prof. Hadi POURMOUSA** has been appointed to the position of “Assistant Professor” in the Department of Management Information Systems.
- **Asst. Prof. Osman Kurtkan KAPICIOĞLU** has been appointed to the position of “Assistant Professor” in the Department of Psychology.

UPGRADE

- **Asst. Prof. Dr. Reyhan Özeş ÖZGÜR** has been reappointed as “Head of Department” at the Department of Customs Management.

LEAVERS

- **Asst. Prof. Gülşen FİLAZOĞLU ÇOKLUK** has resigned from the Department of Psychology.
- **Asst. Prof. Şeyma Esin ERBEN** has resigned from the Department of New Media and Communication.



IGU
KARYON
Career Guidance
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Mezunlar ve Mensuplar
Koordination Bürosü

Dear IGU Alumni and Students,

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qualities requested by employers has opened.
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metsis.gelisim.edu.tr

IGU Alumni Tracking System

The Alumni Tracking System (Metsis) has been launched to determine and follow the current status of our graduates, such as their employment and higher education careers, and to generate statistical data. Moreover, Istanbul Gelisim University aims to strengthen its relations with its graduates and contribute to their employment process through the METSİS platform. IGU alumni can subscribe to the platform for free. (metsis.gelisim.edu.tr)

Our graduates who are members of the platform can update their profiles and follow job postings.

How to subscribe to the METSİS platform?

1. Enter the platform (metsis.gelisim.edu.tr) via internet-connected devices.
2. You can follow the job postings by clicking on the jobs.
3. You can create an account from the New Candidate section to apply.
4. After creating an account, you can see job postings from the jobs section on the top and apply for open positions.

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