

**ISTANBUL GELISIM
UNIVERSITY**



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TECHNOLOGY AND TOURISM: TRANSFORMATION OF THE TOURIST EXPERIENCE



Asst. Prof. Dilbar GULIYEVA
The Department of Tourism Guidance

Industrialization and the transformation of social practices have caused serious changes in the tourism industry. In particular, the reconstruction of tourist experiences and tourists' sightseeing and travel practices is remarkable in this context. The effects of technology on the tourism industry are obvious factors that transform this sector into one of the important areas of the capitalist world. There are certain subheadings that we need to pay attention to when examining the transformation of the tourism sector under the influence of technology.

1. Reconstruction of tourist experiences.
2. Practicality of production in the tourism industry.
3. Accessibility of the unlimited world with M. McLuhan's 'Global Village' phenomenon.

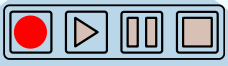
It is possible to add other subheadings regarding the situation we have classified in the three categories above. In particular, the development of artificial intelligence-based technologies has led to the reconstruction and transformation of practices in many areas of the tourist experience and tourism industry. However, in this article, we thought it would be more appropriate to first talk about the gains of the above three phenomena. First, let's look at the title 'Reconstructing the Tourism Experience'. As it is known, in the early periods of history, there was a travel activity consisting of stories told by travellers about other lands to collect information or by merchants who travelled for a specific purpose. The state of being a traveller later turned into an act of discovering the world of flaneur identities and intellectual segments. We determine that the phenomenon of 'leisure time' emerged with the development of industrialization and capitalist relations. The phenomenon of 'Leisure Time' has an important function in the development of the tourism industry. As we know, in the early Victorian Era, there were travel practices organised to rural areas outside the city, where 'train trips' were organised. Later, various types of activities such as organising sightseeing tours, sea tours, and transoceanic tours began to emerge. Temporal progress has also changed the form of travel practices and experiences. Especially in the web 2.0 era, virtual tours, 'armchair tourism' and 'Virtual tours' have emerged. Changing technological practices and emerging technological tools every period have caused a certain level of transformation in the tourism industry and tourist experiences.

If we examine the title 'Practicality of Production in the Tourism Industry', we can more easily see a general scheme of the developments that have continued until today. The development of means of transportation and high-speed trains have provided new opportunities for individuals to engage in touristic activities. In addition, serious competition has begun to emerge in the sector in order to make accommodation activities practical and more comfortable. At the same time, it is useful to underline that local cultures and local tastes have an important function in the production of 'authentic' and 'original' tourist products. Another factor accompanying this is the formation of franchise companies. In this sense, increasing diversity causes tourist activities and experiences to be diverse. Undoubtedly, the tourism industry further increases this product diversity by categorising different tourist activities within itself.

Media technologies and the availability of information everywhere have caused serious transformations in the tourism industry. In the world that McLuhan refers to as the 'Global Village', geographical limitations and restrictions have been eliminated for touristic businesses, accommodation businesses, food and beverage businesses, and travel agencies to find their own consumers. In a global market, it is possible to turn a person from any point of the world into a potential tourist. Undoubtedly, at this point, the content of media channels, narrative style, and originality of advertising activity are very important. In parallel with the potential tourist attraction activities of the Ministries of Tourism and Culture and relevant units of the countries, the contents produced in different media channels also have a serious impact. In this context, films, documentaries, video games, and novels play an important role. The movie watcher, video game player, or novel reader focuses intensely on the content. This causes the image of the city space, food specific to a culture, historical building, or old street that finds a place in the content in question to be subconsciously engraved in the individual's memory. When an individual, who has been exposed to these visuals intensively over time, intends to engage in touristic activity, his first action is to choose one of the alternatives in his memory. Naturally, we know that the competitive factor is very important even in the information age, where McLuhan refers to the whole world as a 'global village'. In this context, it is not difficult to observe how the fixed locations used in Turkish TV series to indicate the transition between scenes, time flow, and place in the narrative turn viewers in different countries of the world into potential tourists. In particular, 'Maiden's Tower', 'Galata Tower', 'Hagia Sophia' and 'Bird's Eye Views of Istanbul', which are widely used in Turkish TV series, are among the top choices of those who engage in touristic activities in Istanbul.

The rapid development of technology is significantly reconstructing individuals' information production and consumption practices. In this sense, businesses and institutions operating in the tourism sector need to constantly monitor technological developments in order to create a successful competitive environment and stand out in this 'global village'. Especially in the age of artificial intelligence-based information production and technological transformation, it is important to investigate the possibilities and possibilities of reshaping the tourism industry in this respect. In the digitalized world where virtual tours are organised and virtual guides exist, the creative and original presentation of products and services is more important for tourism than the product or service.



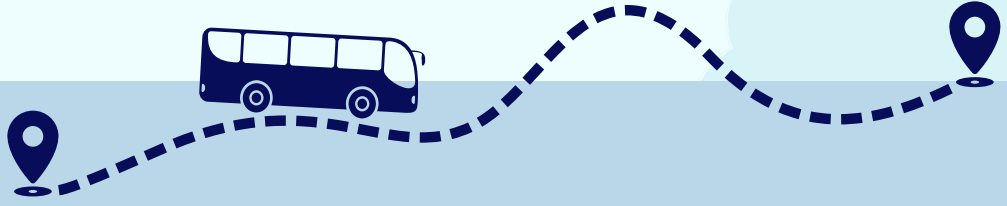


eco-agenda



IS CLIMATE CHANGE A RISK OR AN OPPORTUNITY FOR TURKIYE'S TOURISM SECTOR?

Asst. Prof. Fatma OZCELIK HEPER
The Department of Tourism Guidance



In the tourism sector, which entered a rapid recovery period after covid pandemy, the number of international trips reached 963 million in 2022. The tourism sector, which reached this number in the January-September period of 2023, is one of the largest sectors in the world, responsible for 9% of global GDP, and the extreme climate events witnessed in recent years will bring new threats and perhaps opportunities for the sector.

The tourism sector both triggers climate change and is affected by climate change. The increasing dependence on fossil fuels in land and air transportation and energy consumption due to tourism movements releases a significant amount of CO₂ to the atmosphere. In a recent study published by scientists from Australia in the journal Nature Climate Change, it was proven that the tourism sector worldwide is responsible for 8% of global greenhouse gas emissions.

It is estimated that the 10-20 cm rise in seas due to the melting of glaciers will reach 60-82 cm in the next century if the same trends continue and 70 percent of the world's coastal areas will be affected by an average 20 percent rise in sea level. Sea level rise and more acidic oceans will impact coastal tourism. The duration of summer tourism will extend, but the number of sunbathing days will decrease. The tourism period will shift towards autumn and winter. The decrease in tourism demands of cities such as Antalya, Mugla and Izmir will reach 50% in the medium term; On the other hand, it is predicted that climate advantages will occur in provinces such as Nevsehir, Konya, Kutahya and Adiyaman and the demand will increase by 30%.

Increasing temperatures will shorten the winter sports and render the investments made here idle. Winter sports tourism will also be negatively affected in places where there is insufficient snow, and although attempts are made to eliminate this problem by producing artificial snow, this will not be possible on low and south-facing slopes.

Turkiye is located in the Mediterranean basin, which will be primarily affected by global climate change, and 70% of it is a country suffering from water stress. The most important impact of climate change of Turkiye will occur on water resources, and most of the research on this subject focuses on water resources. Climate change will put pressure on elements such as coasts, forests and biodiversity, and since Turkiye has a coastline of 8,333 km, the concentration of a large part of its population and economic activities in coastal cities further increase the severity of the situation.

Touristic destination preferences will also be affected by climate change. As countries that send many tourists to Turkiye, such as Germany and England, have warmer climates, the rate of their citizens going abroad will decrease and countries like Turkiye will lose tourists.

In the light of all this information, it can be said that climate change contains many opportunities and risks for Turkiye, and the opportunities can be evaluated and risks can be eliminated by seeing all these changes before they become fully visible and taking precautions accordingly. The fact that Turkiye has suitable geographical and climatic conditions where different types of tourism can be carried out, the emergence of new tourism destinations in our country everyday and the increasing demand for alternative tourism around the world will create advantages against climate change; lack of adequate infrastructure for the changing tourism period, winter tourism being put at risk as a result of decreasing snow, and water scarcity and natural disasters due to the changing climate pose threats. Existing tourism policies should be changed and new and sustainable tourism policies should be created, tourism diversity should be increased and a strategy should be developed to spread tourism throughout the year.

Resources

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WASTE-FREE CAMPUS

Asst. Prof. Esra SAYIN
The Department of
Tourism Guidance



Istanbul Gelisim University was entitled to receive a Zero Waste certificate on 18.08.2023 within the scope of its "environmental sustainability" studies.

Zero waste project in our country; It was started in 2017 under the auspices of First Lady Emine Erdogan, with the aim of promoting sustainable production and consumption, efficient use of resources, prevention of waste, prevention, reduction and reuse of waste.

Within the scope of the zero waste studies we accelerated in 2023 at our university, a total of 585 items, including 115 paper waste, 115 glass waste, 115 organic waste, 115 plastic waste, 115 non-recyclable universal waste and 10 battery collection boxes, will be placed in busy points such as our university's offices, corridors and floors and waste bin has been placed. Separated wastes are collected in our university's temporary waste storage areas and received for recycling by the licensed waste recycling company affiliated with Avcılar Municipality. Our university's medical waste is collected in orange pedal buckets with red bags and is sent to the waste area by medical waste personnel for disposal within 48 hours at the latest.

Within the scope of our Zero Waste studies, Environmental and Waste Management training on "Social Environmental Awareness, Waste Management Practices and Zero Waste" is periodically given to our university employees, and training videos are published for our students and academics.

Zero Waste Training Video:
https://youtu.be/QHfvXhaM_ms

For detailed information about the Zero Waste Project:
https://panel.gelisim.edu.tr/assets/2023/dokumanlar/dhdb/sifir-atik-projesi_a07a7dcda7fe4f13b9e4abd7db22c258.pdf



Digital Tailoring: The New Dimension of Fashion

Res. Asst. Dogukan Kartal ÇM
The Department of Tourism Guidance

**NEW
PROFESSIONS**

The traditional understanding of tailoring has been identified with manual labor with needle and thread. However, with the advancement of technology, the clothing industry has also transformed, and one of the results of this transformation is digital tailoring.

The digital tailoring profession is based on analyzing customers' body measurements on digital platforms and producing custom-designed garments. After customers enter their body measurements into the system via an app or website, the digital tailor uses this data to design tailor-made garments digitally. Digital tailoring not only facilitates the production of custom-designed garments but also offers advantages in terms of sustainability. At the same time, it also reduces the return rate of purchased products. It causes less waste compared to standard production processes. Technological developments in this field also give customers the chance to try out their designs virtually with virtual proofing facilities and augmented reality applications. In this way, customers can see their designs in advance and more easily communicate the changes they want.

Digital tailoring is an innovative approach to traditional tailoring brought by the digital age as we move towards a future that makes the fashion industry more accessible, sustainable, and personalized.



Culture- Art- Literature



REFİK ANADOL

Asst. Prof. Oznur CETINKAYA
The Department of Tourism Guidance

Refik Anadol is an artist who combines artificial intelligence technology and art. While his works resonate around the world, he is also exposed to the same criticism that artists of every period receive. The focus of criticism is on his work with artificial intelligence while creating his art...

Refik Anadol was born in Istanbul in 1985 and completed his undergraduate education at Istanbul Bilgi University, Department of Visual Communication Design. Then, he completed his master's degree in Media Arts Design at UCLA (University of California, Los Angeles) and currently teaches in the same department. He lives in Los Angeles California and works on his projects at Refik Anadol Studio and RAS LAB (Refik Anadol Biography).

Located at the intersection of technology, science and art, Anadol's works are defined as three-dimensional data sculptures and paintings and are presented in virtual or physical forms. Using digital data, Anadol creates an unreal perception of space in the concrete and real world by using physical values such as color, shape and light on different spatial forms (Celenk and Kurak Acıci, 2022).

New York MoMA (Museum of Modern Art), one of the most distinguished art museums in the world, announced that it added Refik Anadol's work titled 'Unsupervised-Machine Hallucinations' to its permanent collection. This work made history as the first NFT work to be included in the museum's permanent list. For his work Unsupervised, Anadol and his team processed over 130 thousand pieces of metadata in the museum's mind in a machine's mind, and ultimately artificial intelligence-supported abstract images were created. At MoMA, it is possible to see the works of other artists such as Vincent van Gogh, Pablo Picasso, Salvador Dali, Claude Monet, Jackson Pollock, who left their mark not only on their own period but also on the entire history of art. This means that Anadol is seen as having the same influence as the mentioned artists, and his works are interpreted as unique and pioneers of his field, just like their works.

Art critic and writer Jerry Saltz, who won the Pulitzer Prize in criticism, does not agree with the art world... Saltz declared that he found Anadol's works mediocre and could describe them as screen savers. After Anadol responded to the criticism, the conflict that took place on social media became a global issue. The masses supporting Saltz and Anadol expressed their opinions through social media tools.

Some of the museums in Istanbul where you can see the works of the artist Refik Anadol, who is on the world agenda and in the art world, are as follows:

- Istanbul Modern, Infinity Room: Bosphorus
- AKM, Digital Exhibition Rumi

By visiting museums, you can decide for yourself where you should stand in the criticisms about the works.

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Refik Anadol Biography <https://refikanadol.com/information/> Date of Access: 09.01.2024

A CASTLE SHEDDING LIGHT ON TURKISH HISTORY: COBANKALE

ASST. PROF. ESRA SAYIN
THE DEPARTMENT OF TOURISM
GUIDANCE



Cobankale, known as Xerigordos in ancient sources, is located on the most dominant hill of the Drakon Valley in the Altınova District of Yalova Province. The name of the castle, which has maintained its importance as a strategic base throughout history since its establishment, appears for the first time in Turkish history in the narratives of the First Crusades. The victory of the Seljuks under the leadership of Sultan Kılıç Arslan I against the Crusader forces and the heavy defeat of the Crusaders were recorded in history from the pen of Byzantine Historian Anna Komnena. While talking about Cobankale, which was an important point in stopping the Crusaders' advance into Anatolia in 1096, Komnena states that mountains were created around the castle from the bodies of the Crusader soldiers who were slaughtered by the Seljuks, and even the bones of the dead soldiers were used for the mortar required for the repair of the city walls.

It is seen that Cobankale witnessed the establishment of the Ottoman Empire in the 14th century. According to the narratives of Byzantine historian Pachymeres; With the strategic warfare ability of Osman Gazi and the superior military skills of the Ottoman raiders, victory was won in the Battle of Bafeus in the region, and as a result of this victory, the Ottoman Empire declared its coming of age and officially gained the status of a state. When the castle was captured by the Ottomans after the Battle of Bapheus, the Roman road passing nearby continued its existence as the Baghdad Road, and the castle was abandoned to its fate over time.

Archaeological excavations and restoration works in Cobankale have been continuing since 2017 with the permission of the Ministry of Culture and Tourism, with the support of the Turkish Historical Society and in cooperation with Mimar Sinan Fine Arts University and Istanbul Gelisim University, in order to unearth all these historical narratives and bring the castle to tourism.

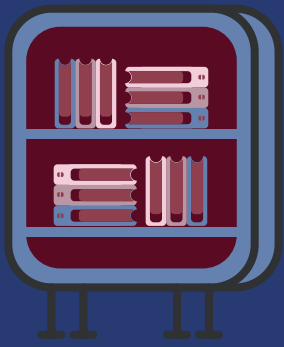
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Anna Komnena, Alexiad-Malazgirt'in Sonrası, Çev. B. Umar, 1996, 307-308.

Pachymeres, Bizanslı Gözüyle Türkler, Çev. İ. B. Barlas, 2009, 72-76; Halil İnalçık, "Osman Gazi'nin İznik Kuşatması ve Bafeus Muharebesi", Osmanlı Beyliği (1300-1389), 1997, 78-105.

SOSYOCOM SHELF



A MOVIE

La Religieuse (The Nun)

La Religieuse, directed by master director Jacques Rivette, is a 1966 drama. Rivette, for whom Truffaut said 'The New Wave started thanks to Rivette', adapted it from Diderot's novel of the same name. The film, starring Anna Karina, tells the story of the religious and social pressures faced by a young woman (Suzanne) who is forced to become a nun against her will. La Religieuse appears as an important film that shows us the helplessness of women in the social order of that period and their position against the impositions of not only religion but also social life.

The film criticizes religion and the church through the character of Suzanne. However, what stands out much more than this criticism in the film is the traumas that monastery life creates in all the characters there. The film points to the monastery as a place where people are forced to suppress all their natural impulses and perhaps that is exactly why he/she is forced to live a hypocritical life.

While the story adapted from Diderot's novel is told at length in the movie La Religieuse, it seems that the final part passes quite quickly. The resolution in the scenario develops quite rapidly. Apart from that, there is not much structural problem in the plot. Whether it is based on a novel or not, it can be said that it has a very impressive scenario with its multi-layered main character whose psychology we can clearly understand. Some of the characters other than the main character appear as depthless characters that we can call typecasting rather than characters. Because these are simple characters and are drawn as purely evil and/or hypocritical characters.

Suzanne is helpless from the beginning to the end of the movie because there is a social order in the movie where women do not have the right to choose. The film is very similar to Asiye Nasil Kurtulur?, directed by Atif Yılmaz and written by Vasif Öngören. It reminds me of the movie. Although their stories are not very similar, they are similar in terms of the story of a woman trying to save herself from the conditions in which she finds herself alone. The fact that, until recently, women had no choice other than getting married or falling into a bad path, is one of the themes frequently discussed in Yeşilçam films. Asiye somehow saves herself in the movie, but in the movie La Religieuse, Suzanne thinks that the only solution for herself is suicide and throws herself out of the window in the final scene. The Bovarism felt throughout the film is fully revealed with the character's suicide.

Res. Asst. Ece DEMIRKAPU
The Department of Advertising



Year: 1966

IMDb: 7.5

Duration: 2 hours 15 minutes

Genre: Drama



A MODERN CLASSIC FROM THE WORLD OF COMICS - DEATH NOTE

Res. Asst. Emre ERGEN

The Department of Public Relations and Publicity

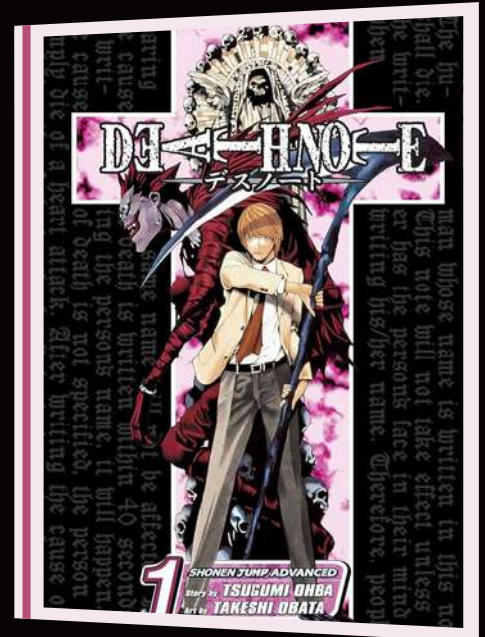
Comics are one of the most influential and visually appealing ways of storytelling, subtly combining the worlds of visual arts and literature. Particularly popular in Japanese culture, the comic book genre is known as "manga" and is usually published in black and white. One of the most prominent examples of this cultural element is Death Note, a manga that has attracted a great deal of attention both in Japan and internationally.

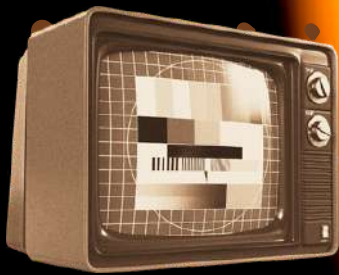
Death Note is one of the most well-known and controversial manga series in the world. Created by writer Tsugumi Ohba and illustrator Takeshi Obata, the story of this series begins when Light Yagami, a high school student, receives a notebook. Everyone whose name is written in this notebook dies. Light is determined to use this notebook to rid the world of criminals. However, this quest for justice turns into a power struggle, and Light himself becomes a criminal.

Death Note draws attention with its critical take on the sensitive issue of the death penalty in Japan. Light's decision to kill in the name of justice leads the viewer to think about the fine line between life and death. The manga makes readers question the ethical aspects of the death penalty while showing how Light's manipulative power can trigger the darker aspects of human nature. Death Note also brings about a variety of readings and moral approaches. Light's quest for justice offers readers the opportunity to question their own value judgments. The conflict between man's inherent desire for power and his sense of justice leads readers to deep reflection.

In addition to its popularity, the manga has been adapted into an anime series and several movies. The anime adaptation was a compelling production that brought the original story of Death Note to life. Likewise, the movie adaptations have also been widely followed.

If you're new to manga and want to step into a story that is as fascinating as it is profound, this modern classic is a great option to start. With its detailed illustrations and clever plot, Death Note will take you on an immersive journey into the world of manga.





A TV SERIES



A SMALL LIGHT

Res. Asst. Aysun Korlu TOPAN
The Department of Sociology

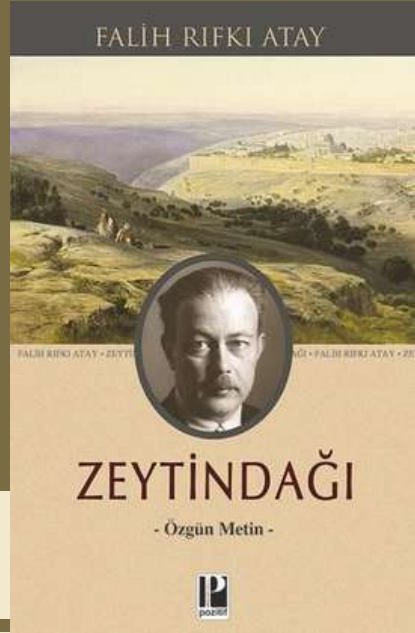
Many films and TV series have been made about World War II. The political conditions of the period, its pains, the impact of war on people, and most importantly the Holocaust have always been the focus of the attention of producers and screenwriters. The mini-series *A Small Light* is also about this period, but differently, it focuses on the hidden heroes of the war.

As it is known, Anne Frank is one of the most important figures of the Holocaust. Everyone knows the story of Anne, who described the effects of the war when she was a child in the diary she left behind. What about the hidden heroes who brought that diary to millions today and protected Anne and her family? We can see this series as a production dedicated to those who work every day to protect humanity in the shadow of the wars we watch in history books or documentaries. The main subject of the series is the story of how Miep Gies, the secretary of Anne Frank's father, Otto Frank, tried to keep Frank, his family, and others alive in the secret house behind the company building. The story touches upon many issues such as humanity, loyalty, cooperation, war, hunger, and belonging through Miep Gies. In the story set in Amsterdam after the occupation, many situations about humanity, such as the end of people's lives as they know them, the difficulties of war, the choices that must be made between good and evil every day, having courage and sometimes risking your life even for people you do not know, are depicted through different characters. The courage of Miep Gies and those around her who risked their lives, their struggle for years, and their refusal to give up even when it came to an end, represents the light that is tried to be preserved despite all the darkness of the war. The protagonist of the story, Miep Gies, lived to be 100 years old and was honored many times. This woman, who sets an example with her courage, has expressed her belief in humanity many times, saying that what she did was "something that needed to be done" and that it could be done by anyone. It is not known whether these words of Gies apply to everyone, but it is possible to say that there are important lessons behind the famous words that give the series its name that everyone should learn;

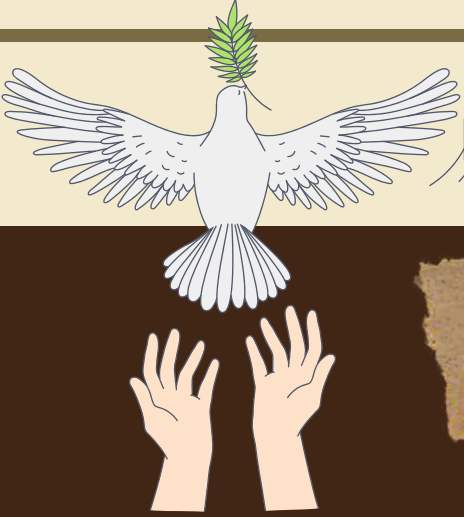
"I don't like being called a hero because no one should ever think you have to be special to help others. Even an ordinary secretary or a housewife or a teenager can turn on a small light in a dark room."



A Book Review of the Month



MOUNT OF OLIVES



Res. Asst. Remzi SOYTURK
The Department of Turkish Language
and Literature

In the 21st century, no conflict or dispute has dominated international politics as predominantly as the Palestinian issue. In the last 40 years, the Middle East has been the most heated region of world politics. Since October 2023, Israel's massacre in Palestine has caused the attention of the world to turn towards these lands again. The fact that the region was once a part of the Ottoman Empire has further increased the interest of Turkish readers in the Middle East. For this reason, in recent months, we have witnessed Falih Rifki Atay's Mount of Olives once again taking its place at the top of the sales lists.

Mount of Olives, one of the masterpieces of author, journalist, and member of parliament Falih Rifki Atay, is a work that still continues to be read thanks to its vivid descriptions and fluent language, describing the Middle East of the First World War years. This important book by the famous journalist of the early years of the Republic tells the story of his years as a reserve officer in the First World War when he worked as the private clerk of Cemal Pasha, the Minister of the Navy. In the first pages of the book, Atay describes the Committee of Union and Progress (İttihat ve Terakki) and discusses the fragmented structure of the party and the weaknesses it caused in state administration. Describing the Middle East of the Empire with vivid descriptions, the author shows with striking examples that the state was only militarily present in regions such as Jerusalem, Damascus, Palestine, and Hijaz, and that it did not dominate the culture, language, trade, and material wealth of any of the conquered lands. According to Atay, "We had neither colonized nor nationalized these lands."

Although we are immersed in a realistic world while reading the memoirs in the book, keeping in mind the difference between narrative and written time and the fact that these memoirs contain subjective observations will make it easier for us to understand the text. Although the events described in Mount of Olives date back to 1918 and before, the work was first published in 1932. At the publishing time of the book, these lands had been completely lost and the nation-building project of the young Republic was in full progress. As Atay himself stated in the preface, Mount of Olives was written for the young generation of the Republic.

There is no other work in Turkish literature and Turkish history that describes the defeats we suffered in Jerusalem, Palestine, and the Sinai Desert as painfully yet as realistically as Mount of Olives. It is also a book where we can find the reasons for the chaos and instability in the Middle East since the beginning of the 20th century. The farewell scene in the last part of the book is one of the scenes that best describes this: "Inside the headquarters: "Jerusalem has fallen!" spread like news of death. It was necessary to prepare our tears for Beirut, Damascus, and Aleppo. We were thinking only of Anatolia and Istanbul. We said goodbye to the Empire and all its dreams and visions!"

A Movie Review of the Month

Res. Asst. Hilal BILGILI

The Department of American Culture and Literature

Society of the Snow

Perhaps one of the most impressive productions of 2024, *Society of the Snow* has managed to stand out among Netflix's non-English language films. Directed by Juan Antonio Bayona, the film has captivated audiences from the first day and has been nominated in the Best International Feature Film category at the Oscars in March.

There are many details that make the movie striking. First of all, the subject matter of the movie is quite interesting. On October 13, 1972, one of the most shocking plane crashes in history, Flight 571 of the Uruguayan Air Force, carrying a 40-member rugby team and their family and friends, crashed into the Andes Mountains. After the plane crashes in the Andes Mountains, 16 of the 40 survivors struggle to survive the harsh weather conditions, starvation, and avalanches while surviving by eating the corpses of their dead friends. The movie, therefore, impressively presents the audience with the survivors' horrific 72-day struggle for survival.

The movie may have tackled a subject that has been covered before, but *Society of the Snow* is different in the way it works. Compared to 1993's *Alive*, Juan Antonio's film stays loyal to the true story, filming on the site of the accident and under extreme weather conditions. The actors were exposed to extreme weather conditions and hunger in order to integrate with the story and better understand their characters. This shows that the movie is very successful in conveying the desperation of the characters and in evoking a sense of empathy in the audience. Also, the fact that the survivors are a rugby team shows the team spirit and unity in their struggle for survival. The movie has an atmosphere that draws the audience in with its action and shots. In addition, the fact that Numa, the narrator of the movie, dies before the end of the movie, contrary to expectations, offers an unusual narrative style and gives a more impressive voice to the people in the real story.

The fact that it has been nominated for an Oscar at the ceremony to be held on March 11th shows that *Society of the Snow* is an impressive film that deserves to win an award and to be watched to the fullest.



ACADEMIC PLAYLIST



Res. Asst. Tuğçe Gül BABACAN
The Department of English Language
and Literature

Valentine's Day Collection

February is the most romantic month of the year. Valentine's Day celebrations, romantic atmospheres, and red hearts can be seen everywhere. Over the years, a religious day celebrated in the name of St Valentine has become a day when romantic relationships are celebrated.

On behalf of Valentine's Day, celebrated on 14 February, we have prepared a list of many romantic songs. In our list we have compiled for you, you can find many romantic songs that have been popular over the years, from Elvis Presley to Adele, and from Whitney Houston to Arctic Monkeys.

We hope the list that appeals to different tastes will help create a beautiful Valentine's Day atmosphere for you.

Happy Valentine's Day, and we wish you a pleasant listening.

[Click here for the playlist.](#)



Can't Help Falling in Love
Elvis Presley



Make You Feel My Love
Adele



I Will Always Love You
Whitney Houston



Can't Take My Eyes off You
Frankie Valli



Somethin' Stupid
Frank Sinatra, Nancy Sinatra



(Everything I Do) I Do It For You
Bryan Adams



Stay With Me
Sam Smith



Say You Won't Let Go
James Arthur



I Wanna Be Yours
Arctic Monkeys



La vie en rose
Louis Armstrong





EDUCATION- RESEARCH

Res. Asst. Ahmed Mecid VERGUL
The Department of Tourism Guidance

APPLICATIONS THAT MAKE ACADEMIC WRITING EASIER

One of the problems frequently encountered in writing graduation projects and theses in undergraduate and graduate programs is how to make citations and organize bibliographies. Especially for someone who has just started writing academic articles, this can become a headache and a difficult situation to get out of.

It is possible to overcome this process by examining how to indicate citations and sources in the thesis writing guides. But there is another option to avoid making mistakes in practice. You can make things easier by using programs that automatically create citations and bibliography, into which we can add sources.

Microsoft Word is one of the simple and free programs you can use. After processing the authors of the sources, their names, the journals in which they are published, the date of publication and other relevant information, you can add in-text citations as necessary and automatically create the bibliography.

You can also use various add-on programs to Microsoft Word for the same purpose. Citation programs such as Mendeley, EndNote, and Zotero are some of the programs that are very popular among researchers and students. These programs offer citation and bibliography creation as well as other features. For example, in the Zotero program, you can store your PDF resources within the program. You can read these resources with the PDF reader of the Zotero program, take notes on the document and save it this way (zotero.org). At the same time, you have the opportunity to store all the PDF files you use for your work and stored on the computer in this program in an organized manner.

These programs have both free and paid versions. Since many features are offered to users for free, taking a look at these programs that will make your work easier without paying will help you in your academic studies. I wish you good work in advance.



ENTREPRENEURSHIP AND INNOVATION



*Res. Asst. Gokhan OZBILGE
The Department of International
Trade and Finance*

INNOVATION FEVER IN THE BANKING SECTOR: NEOBANK

Neobanks, referred to as new-generation banking in Turkiye, represent a new banking approach where banking services are offered exclusively through digital channels. Unlike traditional banking, neobanks do not have any physical branches and can offer their customers flexible financial services customized for them.

Neobanks can be categorized according to their target markets and business models. In this respect, some of the most common types of neobanks are as follows:

- **Challenger banks:** This type of next-generation digital banking can offer a range of services, including savings and checking accounts, as well as loans and credit cards. Challenger banks focus on filling the gaps in traditional banking by capitalizing on the confidence of their large market share and the shortcomings in their technology systems. Lower costs and more straightforward applications characterize them.
- **Niche neobanks:** This type of neobank focuses more on a specific customer group, product or service. More specifically, they focus on the generational gap or the development of a specific product.
- **Embedded finance neobanks:** They deliver financial services to their customers through a partnership with a non-financial company. In this way, they can reduce their costs by facilitating access to payment and lending systems.

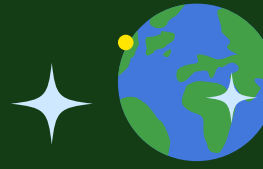
Analyzing the differences between neobanks and traditional banks is essential for a better understanding of the future of this type of banking. This is because neobanks differ in a variety of ways, from their operational structure to their technological infrastructure and physical assets.

The operational structures of neobanks are conducted exclusively through digital channels, independent of a physical location and face-to-face interaction. While this may seem negative for the trust on which the banking system is built, it has advantages such as low transaction costs and the ability to offer personalized products easily. At the same time, this situation is also crucial in emphasizing the power of data analysis capabilities that neobanks combine with artificial intelligence. Thus, unlike traditional banks that adopt digital innovations over time, neobanks adopt high technologies from the first moment of their establishment. This is important to offer customized applications and efficient products for users' financial management. Moreover, these services can be provided digitally 24/7 instead of rigid bureaucratic processes and time constraints.

Neobanks have the potential to breathe new life into the financial services sector due to their rapid market share. The advantages of neobanks especially support this potential in terms of their ability to start their operations quickly and being easily remunerated. In addition, increasing competition conditions will also support this situation. Thus, innovative and personalized services will increase while transaction fees will decrease, which will help increase the preferability of neobanks.

In addition, neobanks have to deal with fundamental concerns such as regulatory compliance, competition with established brand names, data privacy and security, and behavioral concerns such as performance expectations, effort expectations, and perceived risk.

In conclusion, the possibility that the fire of innovation that neobanks have lit with their advantages and innovative perspectives may engulf the banking sector is not at all low. It should also be kept in mind that close monitoring of the winds that will determine the intensity and direction of the fire holds clues about the future.



POLITICAL AGENDA

POPULAR CONCEPT OF THE GLOBAL AGENDA: LIBERTARIANISM

Res. Asst. Tünay ARAS

***The Department of Political Science and
Public Administration***

Javier Milei won the elections in Argentina and became the first libertarian President of Argentina, and indeed the first libertarian President of the world, at the same time paving the way for a global discussion of libertarianism. In these debates, libertarianism is often treated as an ideological perspective of Javier Milei's "crazy" ideas, but in essence, it is a political philosophy that considers freedom and other components of freedom as the most important values. This way of thinking, which resembles liberalism in general terms, differs from liberalism especially in terms of the role of the state.

Libertarianism is a political and philosophical ideology that advocates minimizing state intervention and maximizing individual freedoms. This ideology prioritizes respect for the individual's property and personal freedoms and emphasizes that people should live according to their own preferences and not violate the freedoms of others. Libertarians, like liberals, support a free market economy, but go even beyond neoliberalism in terms of state intervention in economic activities and tend to keep state control over the economy at the lowest possible level.

While libertarianism emphasizes the protection of equal opportunities and freedoms among individuals, it advocates limiting state intervention in areas such as social services. However, libertarianism's conception of a minimal state is not without its critics and practical difficulties. In particular, the problems of minimizing the state's public service role in areas such as social inequality, access to social services and environmental protection are discussed.



One of the biggest criticisms of libertarianism is that it tends to increase inequality in a social Darwinist manner. This is because this ideology maximizes the freedom of individuals while ignoring social responsibility and solidarity. This leads to those who own economic resources, i.e. the means of production, and the politically powerful having more power and resources. The cumulative progression of social inequality in this context will lead to an increase in the already existing social injustice.

In a structure where basic services such as health and education are fully privatized, many people, especially low-income individuals, are likely to experience difficulties in accessing health services and quality education. This could negatively affect the overall well-being of society and make it harder for future generations to tackle inequality. Similarly, libertarian thinking, which downplays environmental protection and sustainable use of natural resources, could lead to more uncontrolled consumption of natural resources, which private corporations are overexploiting for profit, and exacerbate existing environmental problems.

Libertarians who advocate limiting or even eliminating state social assistance programs may leave the most vulnerable members of society, such as disadvantaged groups, without support, leading to social unrest and social conflicts.

Libertarianism, on the other hand, argues that the free market can solve almost any problem. However, this idealistic approach does not always hold true in the real world. Even within the liberal system, which operates on the basis of Adam Smith's "laissez faire, laissez passer" (laissez faire, laissez passer!) logic and in which the state and many international organizations are supervisors and regulators, economic crises occur at regular intervals, while a libertarian economic model without any regulatory mechanisms is unlikely to be sustainable.

In conclusion, although libertarianism is remarkable as an ideology that focuses on freedom and individual rights, it is inevitable to face serious problems in practice. It is open to criticism on the need for more balanced and inclusive policies on issues such as inequality, injustice, difficulties in access to social services and environmental protection.



Traveling and Psychological Well-Being

Health-
Psychology



Res. Asst. Simay YILMAZ
The Department of Psychology

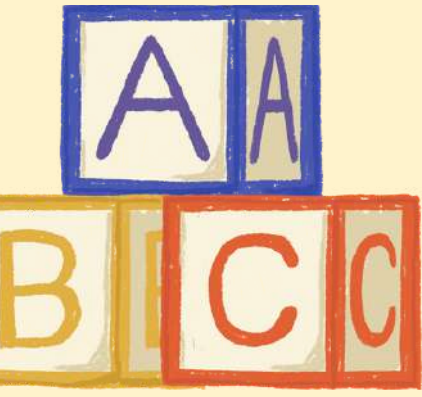
Have you ever felt away from your problems when you went traveling? Or when you look out at the vast ocean in another country and remember how small the problems that trouble us actually are compared to the size of the world? Or when you think about all this, do you think that the situation is not as bad as it seems, that everything will be solved somehow and that the world extends beyond our problems?

When people go on vacation, they find themselves in a different environment that they are not used to. In this case, they behave in ways that are different from what they are used to. The sensory and cognitive stimulation that comes with travel is also very important for people's mental health. There are many studies showing that creative activities and experiences help stimulate the brain. According to new studies, traveling not only increases the happiness hormone, but also provides an emotional and social experience that leads to new learning in ways different from the structure of our daily environment we are used to. one

We all look for ways to escape from the stress of daily life and busy work schedules. Going out of the city or country for traveling can provide a mental and emotional escape. Traveling to another city or country can help us to shape our perspective and get away from our problems.

Traveling is known to be good for mental health in more ways than one. We can talk about reducing stress as one of these. Getting away from daily routines can help you relax and re-energize. Relaxing can help lower the body's levels of cortisol, also known as the stress hormone. Another benefit is that it increases creativity in the person. Exploring new places, cultures or languages can help increase creativity. Adam Galinsky, a researcher and writer in the field of international travel, states that foreign experiences not only contribute to increasing cognitive flexibility, but also increase the depth and integrativeness of thought. In addition, traveling in a new and foreign environment, learning to cope with the difficulties of that environment, and going beyond the comfort zone can bring out the feeling of success. Finally, we can say that it increases a person's productivity. According to the results of a study conducted by Harvard with 400 travelers, 94% of the travelers who participated in the study were stated to have more energy after returning from their trip. Taking a break from our work can help us increase our productivity in our career.





Linguistic Dimension of Stress

Res. Asst. Hilal BILGILI

The Department of American Culture and Literature

Did you know that misused grammar and spelling mistakes can cause real physical stress?

A recent study shows that people who encounter spelling mistakes or hear grammatical errors can develop physical signs of stress in their bodies. The University of Birmingham's study, led by Professors Dagmar Divjak and Petar Milin, uncovers a significant link between grammatical errors and physiological responses. The research demonstrates that exposure to bad grammar correlates with a notable reduction in Heart Rate Variability (HRV), indicating a stress response. This stress reaction is associated with the activation of the sympathetic nervous system, known as the “fight or flight” response.

Additionally, the research suggests that HRV can serve as an indicator of implicit linguistic knowledge, particularly in individuals who may struggle to verbally express themselves due to age or health. In essence, the study introduces a new dimension to the understanding of the relationship between physiology and cognition, emphasizing the potential use of HRV in assessing implicit linguistic abilities and recognizing the broader impact of cognitive efforts on the physiological system.

In the study, 41 British English speakers listened to audio recordings. Meanwhile, a sensor attached to the participants' middle fingers measured their heart rate. Half of the recordings contained grammatical errors, such as adding “a/an” when it was not necessary, or omitting the article “the” when it was necessary. The results showed that people who listened to grammar errors had a significant reduction in heart rate variability.

Divjak notes that our grasp of our native language is largely implicit, acquired without formal study and requiring minimal thought for use. This implicit knowledge makes it difficult to discern correctness in sentences, especially without formal language training. Despite this challenge, accurately evaluating linguistic abilities is vital for cognitive aspects and essential life areas, such as brain health, irrespective of age or cognitive capabilities. Divjak underscores that the study introduces a novel method to access unobservable cognitive aspects, particularly beneficial for individuals unable to verbally express opinions due to age or health.

What this study reveals is that we are actually exposed to stress during our everyday lives, perhaps without even realizing it, even from seemingly minor details.



IS SOCIAL MEDIA LOSING ITS POWER?

SOCIO AGENDA

ASST. PROF. OZNUR CETINKAYA
THE DEPARTMENT OF TOURISM GUIDANCE

Data from the research company Gartner reveals that the rate of people sharing on social networks has decreased by 61 percent. The shares made are mostly short-term shares such as 'story' or 'snap'. The reasons for the decrease in the sharing rate are seen as privacy concerns and social media no longer being fun (Kuzuloglu, 2024).

Social media users say they are becoming less interested in posting as they see how far people go to look cool online. Another negative aspect of social media tools is misinformation, toxic communication, and bot accounts, also known as fake accounts. On the other hand, it is stated that advertisements, promotions, and page recommendations also harm the fun of using social media. Meta administrators are aware of their users' complaints and are trying to improve. The company added a snooze button that pauses suggested posts for 30 days at a time and chronological feeds that temporarily only show posts from accounts people follow (James, 2023).

Social media users continue to spend hours on these channels, in fact. Merely, sharing rates are low or for a short time. Instagram CEO Adam Mosseri said in July that users on the application spend most of their time in DMs, that the number of photos and videos shared in DMs is more than those shared in Stories, and the number of shares in Stories is much more than those shared in Feed. Sharing and chatting one-to-one or in private groups are seen as areas where users are more comfortable and friendly. Social media tools are also keeping up with this trend and are introducing features such as private networks or in-group sharing in applications.

Another way of using it is to exist through fake accounts other than the real account... The user does not want the accounts he follows to notice him, or he opens fake accounts because he is afraid of being judged by his friends in his real account.

Gartner predicts that 50% of users will either abandon or significantly limit their interactions with social media in the next two years (James, 2023). Social media entertainment seems to have turned to YouTube and Netflix.



Time to Socialize

NEIGHBORHOOD OF COLORS:

BALAT

Res. Asst. Zehra MAKAR
The Department of Business
Administration

Istanbul, a city that harbors different histories and cultures in every corner. At the heart of this diversity lies a multicultural and vibrant neighborhood that brings together old and new elements: Balat! Balat feels like stepping into a time machine, with its historical texture and unique atmosphere making it an impressive district. In this article, we will explore this colorful neighborhood of Istanbul.

Balat is a district located on the southeast coast of the Golden Horn in Istanbul. Referred to as the combination of the Fener and Balat neighborhoods, Balat was a settlement for the Greek and Sephardic Jewish communities during the Ottoman period. Therefore, churches, mosques, and synagogues coexist in the area.

The history of Balat dates back thousands of years. The region was known as the "Paradise District of Balat" during the Roman period and carries the influences of Roman culture to this day. Later, during the Byzantine Empire, the area became an important trade center, and the churches and structures built during this period contribute to Balat's historical texture.

During the Ottoman Empire, Balat was influenced by various cultural elements. The churches and mosques in the neighborhood reflect the traces of this period.



Now, let's explore the main places to visit in Balat:

1- Fener Greek Patriarchate

At the top of our list of places to visit in Fener Balat is the Fener Greek Patriarchate. The official name of the structure is the Ecumenical Patriarchate of Constantinople. It holds the most important position as a church for the 250 million Orthodox Christian world. This religious structure from the Byzantine period serves as the spiritual center of the Orthodox world.

2. Church of St. George (Aya Yorgi Kilisesi)

The Church of St. George holds an important place in our list of places to visit in Fener Balat and is one of the most magnificent structures in this historic neighborhood. This impressive church, dating back to the Byzantine period, shares the same complex with the Fener Greek Patriarchate and shares the same courtyard. Inside the church, there are valuable artistic frescoes and objects for Orthodox belief. With its unique architecture and remarkable decorations, it is one of the most important elements of Fener Balat's historical and cultural richness.

3. Fener Greek Boys' High School (Red School)

Rising in the middle of Fener Balat, the Fener Greek Boys' High School is a dazzling structure with its red brick texture and magnificent architecture. The school is commonly known as the Red School. Resembling a palace from the outside, the Fener Greek Boys' High School can be mistaken for the Fener Greek Patriarchate. This building, which adds a separate meaning to Istanbul's skyline, is the oldest and most valuable educational institution of the Greek community dating back to the Byzantine period. Because the school served as the Patriarchal Academy during the Byzantine period. After the conquest of Istanbul, it began to operate under the name Fener Greek Great School with the permission of Fatih Sultan Mehmed. Special permission is required to enter, but it's worth visiting even just to see it from the outside.

4. St. Stephen Bulgarian Church

Next on the list is the St. Stephen Bulgarian Church proudly located next to the glittering waters of the Golden Horn. The church strikes a perfect balance between the coldness of the tons of iron it houses and the warmth of the community it backs. Additionally, another name for this impressive structure is the Iron Church. The iron it is named after wraps around all sides of the church, from its walls to its stairs, and even its bell tower. This feature makes it unique worldwide. The church is open for visits every day from 08:00 to 05.00pm.



5. Of course, the Streets of Balat

As soon as you step into the streets of Balat, you'll want to leave the navigation aside and enter whichever street you desire. Each street has its own charm and offers a visual feast of history. While strolling, you can visit cafes along the way according to your hunger and taste flavors from Turkish or international cuisines.

Also, I recommend enjoying a cup of Turkish coffee cooked on the sand and definitely stopping by Sevda Gazozcusu to taste their different flavored sodas before leaving.

Finally, one thing to keep in mind when coming to Balat is your phone's battery. You'll want to capture many things on every street because there's so much to photograph here. 😊

Happy exploring!

Events in Istanbul

RASPBERRIES

'Raspberry', one of the unforgettable comedies of the theatre world, appears on the stage with the new interpretation of Tiyatrokare. Adapted from the film (Arsenic and Old Lace), which was staged by world-famous stars in various periods and also starring Cary Grant, this play follows in the footsteps of master actors known for their previous performances on Turkish stages.

Suna Keskin and Melek Baykal share the lead roles in the revamped production. Melek Baykal makes her return to the stage after many years in this play, while Nedim Saban returns to the stage after a long break in the role of madman. Other characters in the play are played by experienced actors such as Cem Güler, Ender Gülçiçek, Birol Engeler, Özgür Yetkinoğlu and Bülent Seyran.

**Res. Asst. Doğukan
Kartal ÇIKI**

The Department of Tourism
Guidance

Author: Joseph Kesselring

Date: 10.03.2024

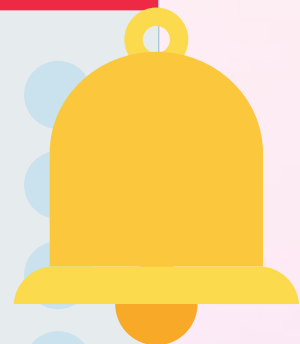
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Mecidiyeköy, Mecidiyeköy
Yolu Cd. No:12, 34400
Mecidiyeköy / Istanbul



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

Res. Asst. Asel ATAUGLU
The Department of Business
Administration

March in Istanbul



Type of Event	Name of Event	Location	Date
Concert	Ogun Sanlısoy	Blind Istanbul	1 March Friday
Theatre	<u>Etik Alkol</u>	Maltepe Yasar Kemal Kultur Merkezi	6 March Wednesday
Concert	Gokhan Tepe	Bostancı <u>Gosteri Merkezi</u>	8 March Friday
Musical Theatre	Kanlı Nigar	Torium AVM	16 March Saturday
Theatre	Veda	Muvaffak Benderli Konferans Salonu	23 March Saturday
Concert	Mavi Gri	Dorock XL	29 March Friday



IGU GRADUATE



Muhammed Enes TANIR

Advertising Design and Communication
& Psychology (Double Major) Graduate

Hello, I am Muhammed Enes. I graduated from IGU Advertising and Psychology (DMP) departments in 2023. In my university life, I was in the management of Atatürkist Thought Club and Advertising Club. I am currently working in the Marketing Department of a private bank with the experiences I gained in my university education.

CAN ELECTRONIC PAYMENT METHOD END TRADITIONAL PAYMENT METHODS?

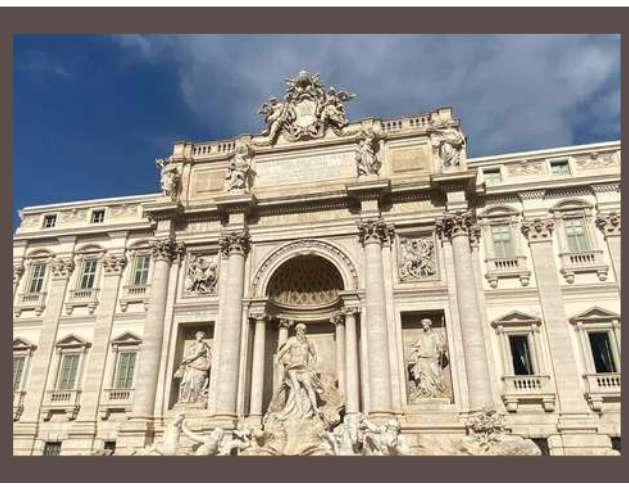
'Electronic money; It is the monetary value issued in return for accepted funds, stored electronically, and used to carry out payment transactions.'(1) 'Payment institution is the legal entity authorized under the law to provide and perform payment services.'(2) 55 companies licensed to operate in Turkey. There are Electronic Money Institutions and 26 Payment Institutions. (3)

The Industrial Revolution that emerged in England made it possible for Western Europe to develop rapidly and gain superiority by making production costs cheaper. This situation rapidly transformed traditional societies into modern societies in Western Europe. Just like the Industrial Revolution, technological developments and situations throughout history have enabled the development of money, which has changed our payment habits. Money, which was invented in B.C., can be defined as a commodity given in exchange for something (product, service, etc.). With the Covid-19 Pandemic, the use of electronic money and payment methods has rapidly become widespread, especially in Scandinavian countries. According to 2022 data, as a result of the Kingdom of Sweden's policies to switch from paper money to completely electronic money, approximately 85 percent of all transactions in Sweden were made electronically. In Denmark, the government aims to expand the use of electronic money with its "cashless society by 2030" policy. With these policies, governments aim to prevent the underground economy and tax evasion, as well as the availability of money electronically. In Turkey, the number of Credit Cards has increased by 168.58%, Debit Card by 142.27% and Prepaid Card by 272.65% in the last 5 years. (4) According to 2023 data, in Turkey, the number of Credit Cards has increased by 142.27% compared to the previous year. There was an increase of 122% in expenditures. Contactless was used in 6 out of every 10 cards. (5)

With the development and spread of government policies and technology, interest in electronic money and payment methods is increasing day by day in the world and in Turkey. The Marketing Department has an important responsibility in explaining electronic payment products to the user correctly and encouraging their use. Proper marketing of electronic money and payment methods will further popularize its use. Just as the industrial revolution modernized societies, thanks to the correct policies of governments and companies, perhaps the world and Turkey will switch to the use of electronic money in the near future and a new era will open for world history...

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- (2) Türkiye Cumhuriyeti Merkez Bankası (TCMB)
- (3) Türkiye Cumhuriyeti Hazine ve Maliye Bakanlığı (TCHMB)
- (4) Bankalar Arası Kart Merkezi (BKM), Kart Sayıları
- (5) Türkiye'de Kartlı Ödemeler 2023, Garanti BBVA Ödeme Sistemleri (GÖSAŞ)



ASST. PROF. ESRA SAYIN

The Department of Tourism Guidance



ROME VIA ERASMUS PROGRAM

I had the opportunity to experience Italy in 2023 within the scope of Istanbul Gelişim University Erasmus+ Education Mobility. I was at Sapienza University of Rome between 25 October and 31 October. As part of the program, the administrators of the host university welcomed me and organized a small tour to introduce me to the university's campuses, laboratories and administrative units.

During my one-week stay in Rome, I stayed close to the central train station in the city center. Most of the touristic areas of the city were within walking distance. It is also possible to reach many places by public transportation. I had the opportunity to visit many places to visit in the historical city of Rome.

I visited the Colosseum, one of the city's landmarks and probably the most famous. Colosseum, a symbol of classical Roman architecture, is one of the structures built between 70-80 AD and used for gladiator games and other shows. The Colosseum, the world's largest amphitheater and on the world heritage list, forms an important part of the rich cultural heritage of the Roman Empire. One of the other places I visited was the Pantheon. Pantheon is an ancient temple and church also located in Rome and completed in 125 AD. The building, which has an extraordinary dome, also reflects the engineering success of that period.



A Taste That Transcends Boundaries: Gözleme

RES. ASST. DILEK KIZILIRMAK

THE DEPARTMENT OF NEW MEDIA AND
COMMUNICATION

Gözleme is a traditional delicacy of Turkish cuisine and a staple of street food. Made by stuffing various ingredients into a thin dough, this delicious snack is consumed with great passion all across Turkey. The preparation of gözleme begins with the preparation of the dough. The dough, kneaded with basic ingredients such as flour, water, and salt, is kneaded until it reaches a soft and elastic consistency. Then, the dough is rolled out thinly and typically cut into oval or round shapes.

Various fillings are added to the prepared dough. The options for fillings used in gözleme are truly endless. Whether it's cheese, spinach, meat, or vegetables, there are many options to cater to every taste. A single filling can be used, or a combination of ingredients can be prepared to suit desired taste preferences. After the filling is placed on the rolled-out dough, the dough is folded over to enclose the filling, ensuring that it stays inside.

Gözleme is usually cooked on a griddle or a flat surface such as a pan. During the cooking process, the gözleme is placed on a lightly greased surface and cooked until both sides turn golden brown. Especially when freshly cooked, gözleme is incredibly soft and flavorful. Gözleme is served hot and is often accompanied by ayran. Gözleme is popular not only for its taste but also for its practical preparation.

Reflecting the richness and diversity of Turkish cuisine, gözleme is a popular choice not only for breakfast or snacks but also for hosting guests or special events. With various versions ranging from traditional recipes to modern interpretations, gözleme caters to every palate. Gözleme can be easily found in many places, but Gözlemece in Beşiktaş is usually the first choice that comes to mind. Serpmeköy Trabzon Köy Kahvaltısı in Suadiye, Yiğit Sofram Gözleme ve Kahvaltı in Beyoğlu, Doyum Mantı in Cihangir, and Van Kahvaltı Evi in Beyoğlu are also preferred options.



ABOUT ACADEMIC LIFE

PUBLICATIONS

- **Assoc. Prof. Hakan Yıldırım's** article titled "The Bitcoin price and Bitcoin price uncertainty: Evidence of Bitcoin price volatility" was published in **Journal of Futures Markets**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Does nuclear energy mitigate CO2 emissions in the USA? Testing IPAT and EKC hypotheses using dynamic ARDL simulations approach" was published in **Progress in Nuclear Energy**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Economic globalization and ecological impact in emerging economies in the post-COP21 agreement: A panel econometrics approach" was published in **Natural Resources Forum**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Do Fiscal Policy Outcomes Promote Ethno-Religious Stability in African States?" was published in **Journal of the Knowledge Economy**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Analyzing transport demand and environmental degradation: the case of G-7 countries" was published in **Environment, Development and Sustainability**.
- **Asst. Prof. Volkan Demir's** article titled "The effect of mindfulness-based art therapy on psychological symptoms and happiness levels in patients with migraine: a pilot study" was published in **Current Psychology**.
- **Res. Asst. Burçin Çakır Gündoğdu's** article titled "Connectedness of green financing, green energy and technological progress towards energy transition and climate goal: exposition of the best practise to achieve sustainable environmental development" was published in **Stochastic Environmental Research and Risk Assessment**.
- **Asst. Prof. Festus Victor Bekun's** article titled "Modeling The Asymmetric Effects Of Exchange Rate, Financial Development, And Oil Prices On Economic Growth" was published in **Singapore Economic Review**.

ABOUT ACADEMIC LIFE



ASSIGNMENT & UPGRADE

- **Prof. Dr. Ayten ERDOĞAN** has left the Department of Psychology.
- **Assist. Prof. Dr. Oğuz YILDIZ** has left the Department of Aviation Management.
- **Assist. Prof. Dr. Merve ÖZ** has left the Department of Economics and Finance.
- **Assist. Prof. Dr. Şeyma BOZKURT UZAN** has left the Department of Management Information Systems.
- **Res. Assist. Hilal KURUOĞLU** has been assigned to the Department of International Trade and Business Administration.



IGU
KARYON
Career Guidance
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Dear IGU Alumni and Students,

A NEW ONLINE RECRUITMENT PLATFORM

that matches the skills of alumni with
qualities requested by employers has opened.
You can reach out and apply for open
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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.

MASTHEAD

FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES

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