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Contents



Techno – Agenda

- 4 Social Media Addiction and Age Limit Debates**

Economic Agenda

- 5 Globalization Is Not Dying, It Is Evolving**

Culture Art and Literature

- 6 "Trace": The Silent Narrative Left by the Past to the Present**

Sosyocom Shelf

- 7 A Movie: Zardoz (1974)**
- 8 A Book: Nerden Geliyo?**
- 9 A Series: Bates Mote (2013-2017)**
- 10 Book Review of the Month: Stolen Focus: Why You Can't Pay Attention?**
- 11 Akademik Playlist**

Education – Research

- 12 The Era of Artificial Intelligence in Education: From Digitalization to Mindset Transformation**

Entrepreneurship and Innovation

- 13 The Rise of Podcast Culture: The Transformation of Digital Audio Media and a New Domain in Corporate Communication**

Contents



Political Agenda

- 15 A Critical Moment in History: The
US/Israel-Iran War

Health–Psychology

- 16 Digital Fatigue: The Psychology of
Being Constantly Connected and
Healthy Media Use in the Digital Age

Social Agenda

- 18 Reevaluating Public Relations in
the Post-Truth Era

Time to Socialize

- 19 Time to Socialize
- 19 April in Istanbul
- 20 IGU-Student
- 21 IGU-Graduate
- 22 Double Major
- 23 Erasmus + Diaries
- 24 Local Flavours

About Academic Life

- 25 Publications
- 26 Academic Staff Appointments /
Academic-Administrative Appointments /
Academic Staff Departees
- 27 IGU Alumni Tracking System

Masthead

- 28 Masthead

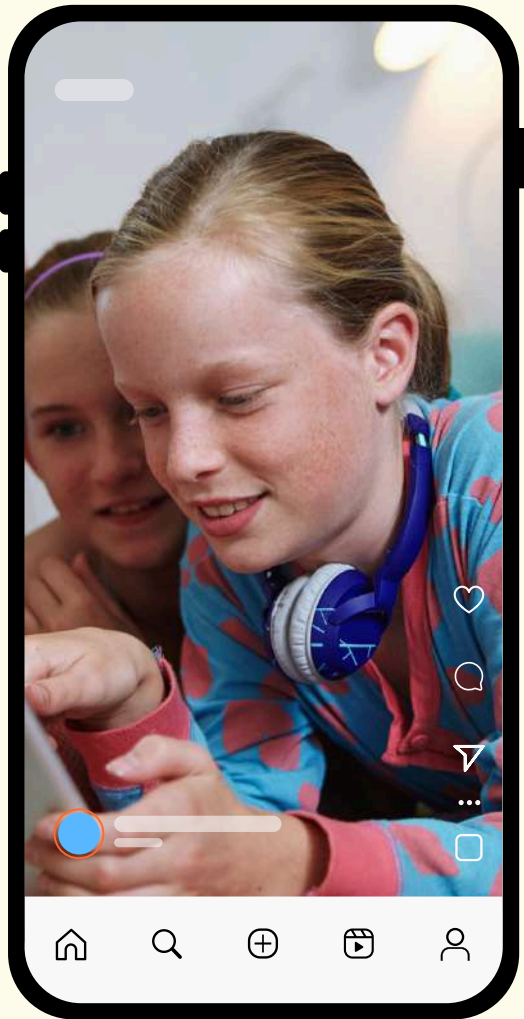
SOCIAL MEDIA ADDICTION AND AGE LIMIT DEBATES



Res. Asst. Emre Ergen

The Department of Public Relations and Publicity

While scrolling through the internet, you have likely stumbled upon bewildering vintage television broadcasts and asked yourself, "How could regulatory institutions like RTÜK (Radio and Television Supreme Council) have possibly allowed such content to be broadcast in the past?"



The answer to this question highlights a fundamental pattern in the history of our technological development: the phenomenon of "regulatory lag." When a new medium or innovation emerges, it inherently expands unchecked. It proliferates freely among the masses until it inevitably collides with the sensitive socio-cultural boundaries of a society. Therefore, regulation does not spontaneously emerge alongside innovation. Rather, it is a reactionary mechanism triggered by the damage inflicted upon the social structure.

Today, we are witnessing the revival of this exact reactionary cycle in the realm of social media. The once-unchecked expansion of social media platforms has struck a critical societal nerve regarding the healthy development of children. Consequently, debates surrounding the restriction or outright banning of social media for individuals under 16 are gaining momentum globally. We clearly see the active reflections of this situation primarily in the current regulatory debates and measures in Türkiye, as well as in Australia's legislative moves to set age limits, the Online Safety Act processes in the United Kingdom, and the bills passed in US states like Florida and Utah.

Simultaneously, the architects of these massive platforms have begun to face the legal consequences of this societal backlash. Giant technology companies are increasingly being summoned to courts. Meta CEO Mark Zuckerberg coming under intense scrutiny for his platform's algorithmic design and its deliberate role in promoting addiction among youth—and his first court appearance in February 2026 regarding these allegations—reveals the gravity of this trajectory.

Are we merely repeating the historical cycle of the television era, waiting for societal damage to become undeniable before drawing regulatory boundaries? As academics and societal observers, constantly asking and debating the question, "Can humanity possess the reflex to regulate innovation at its dawn, without waiting for it to reach a sociological breaking point?" emerges as an essential imperative.



Globalization Is Not Dying, It Is Evolving

Zeynep Sare Ağca

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Globalization has not ended, nor has it fundamentally changed shape, as is often claimed. The hyper-globalization dream of the 1990s and 2000s—driven by the logic of “produce everything cheaply and sell it to the world”—was shaken by the 2008 Global Financial Crisis. But does this mean that countries are turning entirely toward domestic trade? No; rather, the form of trade is evolving. In fact, evidence suggests that globalization has not stalled; instead, the trade in physical goods is increasingly being complemented—and in some cases supplanted—by flows of data, services, and information. Globalization has become “lighter,” more intangible, yet no less pervasive.

One of the most defining features of contemporary globalization is that digital flows are growing faster than trade in physical goods. Cross-border bandwidth usage is increasing exponentially, and data flows now generate more economic value than global merchandise trade. This transformation arguably makes globalization more inclusive and widely accessible. In other words, the system is not collapsing; on the contrary, by shifting from the physical to the digital, it is incorporating a broader range of actors.

The severe disruptions to supply chains caused by the COVID-19 pandemic, along with Russia's invasion of Ukraine, have elevated concerns over trade security to an unprecedented level. Companies are no longer asking, “Where can I produce most cheaply?” but rather, “Where can I produce most safely?” This shift has brought concepts such as “nearshoring” and “friendshoring” to the forefront. Since completely disengaging from major markets (such as China) would be costly, firms are instead adopting diversification strategies—most notably the “China + 1” approach—to mitigate risk.

At the same time, the climate crisis—now a central global challenge—is reshaping markets and corporate behavior alike. Mechanisms such as the European Union's Carbon Border Adjustment Mechanism signal a growing emphasis on clean production for firms seeking access to these markets. As a result, companies that fail to adapt to the green transition are increasingly likely to be excluded from the global system.

In sum, globalization is not disappearing; it is transforming by recalibrating its priorities. While theories of comparative advantage and economic efficiency remain relevant, the global economy is no longer solely driven by the pursuit of the lowest production costs. Instead, a new phase of globalization is emerging—one characterized by regional and strategic integration, intensified digitalization, and supply chains reconfigured around geopolitical security and environmental sustainability.



"Trace": The Silent Narrative Left by the Past to the Present

Culture
Art and
Literature

Beyza KOCAOĞLU

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

"The word "trace" is a silent witness that we often pass by unnoticed, yet it actually reminds us that something once existed. A footprint tells us that someone passed through; the wall of an old building tells us that a life was lived there. A trace is not merely a physical mark, but also a carrier of memory and culture. From this perspective, culture and art are among the most meaningful traces left behind by societies.

Historical buildings, museums, artworks, and cultural spaces are the most concrete examples of traces that have survived from the past to the present. Standing in the courtyard of a madrasa, looking at an ancient artifact in an exhibition hall, or walking down a historical street does not merely offer an individual a visual experience; it also provides the opportunity to feel the meaning carried by those traces. This experience plays an important role, particularly in helping young individuals gain cultural awareness, because youth is a period when a person begins to discover both themselves and the society to which they belong.



In this context, events that bring youth together with cultural traces contribute to their establishing a stronger connection with culture and art. Cultural trips and art events organized in this field in Turkey allow young people to experience different cities, historical sites, and cultural areas firsthand. At this point, cultural trips and events organized by our institutions, such as the Ministry of Youth and Sports, ensure that young people not only see new places but also recognize the cultural traces these places carry.

Such experiences help young people forge a bond between the past and the present, while simultaneously developing their perspectives on art and culture. Seeing a structure in reality that was previously only seen in a photograph, or standing right in front of an artwork, enables the individual to look at that work and the era it represents through a completely different lens. Thus, for the youth, culture and art cease to be merely a field of knowledge and transform into a felt and experienced reality.

In conclusion, culture and art are among the most powerful traces left by societies from the past to the present. Recognizing and making sense of these traces is an essential part of an individual's cultural development. Individuals who encounter these traces at a young age find the opportunity to know their own culture more intimately, while also moving forward into the future with a more conscious perspective.

"Because every trace silently tells the story not only of the past, but also of how the future will be shaped."



Zardoz (1974)

Assoc. Prof. Sarp Bağcan
The Department of Public Relations and Publicity

The 1970s... A historical period in which post-World War II independence movements, anti-racism, various anti-inequality campaigns, deep questioning, cultural awakening, and social movements were on the rise. Right in the middle of this era stands a completely different film: Zardoz.

Humanity, in an abstract future, is divided into two parts: a high-tech, wealthy minority who have discovered immortality, and the “savages,” reduced to a hunter-gatherer level, whom they manipulate.

A wonderful moment for reflection that raises questions such as: “For whom are technology and power? What is civilization? What does it mean to be human? What would our perspective on life be if humanity were immortal?”

Written and directed by John Boorman, this 1974 production is highly meaningful, even if some may find it somewhat slow. This symbolic sci-fi/fantasy film stars Sean Connery, Charlotte Rampling, Sara Kestelman, and John Alderton. The music was composed by David Munrow.

Of course, this film—which I watched years ago as a middle school student and which left a strong impression on me—also introduced me to a musical piece alongside its original score: Symphony No. 7 in A major, Op. 92 by Ludwig van Beethoven. It is magical.

Why do humans exist in times filled with chaos, where greed and brutality rise once again? What is immortality? What is a human being, and what is humanity?..

I highly recommend it for a brief escape from everyday life—a magical and meaningful cinematic journey.



A Book: Nerden Geliyo?

Asst. Prof. İlknur Gümüş

The Department of Public Relations and Publicity



Published by Kronik Kitap in January 2026, this work is authored by communication expert and copywriter Yiğit Hadi İrde. Having spent 10 years tracing the origins of words through his online etymology project titled *Nerden Geliyo?* (Where Does It Come From?), İrde invites readers on an extraordinary etymological journey:

“Do you know where *tennis* comes from? An Englishman and a Frenchman stretched a rope at waist height across a wide space. One stood on one side of the rope and the other on the opposite side. Holding flat wooden bats, they began hitting an elastic, orange-sized ball over the rope to each other. Before serving the ball, the Frenchman would say ‘tenez’ to the other—meaning ‘hold’ or ‘receive’ in his own language. The Englishman pronounced this word, which he learned from the Frenchman, as ‘tennis’. After the game, he introduced the ball to his friends back home as ‘tennis’. Ultimately, the Frenchman’s *tenez* echoed in the English language as *tennis* and spread all over the world.” (İrde, 2026, p. 11)

Although the work consists of 40 chapters, interludes titled “İhtiyaç Molası” (Rest Stop) are strategically placed throughout. Beginning from the earliest stages of life, the adventure of words extends all the way to the present day. Based on the idea that words have histories and evolve across time and space, İrde explains that he embarked on this journey to uncover the hidden layers of meaning within the words we encounter:

“...Then, the moment you notice the similarity between the word *brother* mentioned in English class and *birader*: Wait a minute! Didn’t *birader* also mean *brother*? ... It turns out that the ‘very Western’ English and the ‘very Middle Eastern’ Persian come from the exact same root. These are, in fact, related languages whose oldest words are shared.” (İrde, 2026, p. 12)

The author beautifully characterizes this work as the printed travelogue of a journey of discovery—one that has so far spanned 1,200 articles and 500 videos. It is our hope that this valuable work by İrde will find a place in the libraries of those working in the field of communication sciences, as well as among students aspiring to pursue careers in this area.

Kaynakça

İrde, Y. H. (2026). *Nerden Geliyo?* İstanbul: Kronik Kitap.



A Series: Bates Motel (2013-2017)

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Do you know Alfred Hitchcock? You know, that famous director who almost single-handedly established the thriller genre, especially the psychological thriller, in cinema history. Anyone interested in cinema will inevitably know at least some of his works. *Vertigo*, *Psycho*, *Rear Window*, *North by Northwest*, *Rebecca*, *The Birds*, *Notorious*, *Strangers on a Train*, *Shadow of a Doubt*, and *The 39 Steps* are among his most well-known.

However, there is one that is known for its famous shower scene and has become an absolute cult classic: *Psycho*. Actually, it was inspired by a true story. It is the Hitchcockian fictionalized story of Ed Gein—a person who, stemming from a morbid mother-son bond, turns into a serial killer according to some (though some disagree), a mental patient according to others, or perhaps both.

Because it centers on where the fundamental mother-child relationship can drive a person, and because it makes you feel the tension of these bonds even without constant action—creating movement in the psychological realm rather than physical action—Ed Gein's story has always been captivating. Despite its disturbing nature, it catches the attention of every generation because people can sometimes see glimpses of themselves in the parent-child dynamic. It is a story that is at once sociological, forensic, and psychoanalytical.

The series I recommend is a contemporary version of Robert Bloch's novelization of Gein's story, meticulously constructing and maintaining the psychoanalytic line from beginning to end, and employing a psychological thriller worthy of Hitchcock: *Bates Motel*.

It features a solitary, strong, determined, and oppressive mother, Norma, and a severely repressed young man transitioning from adolescence to adulthood, Norman Bates. In other words, for those wondering about the backstory of the character in Hitchcock's film, his psychological shaping, and what a different kind of thriller looks like... You can think of this series as a prequel to the famous *Psycho*, showing the history and the molding of the killer. Mind you, it is highly impressive even if you watch the series without ever having seen the movie.

In this repeatedly award-winning series, two extraordinary actors take on the mother-son roles. Vera Farmiga plays the mother, Norma, and Freddie Highmore plays the son, Norman Bates. The power of their acting and their on-screen chemistry will make you truly feel a visceral and staggering mother-child relationship. This is all brought together, of course, by the realistic direction of master directors Tucker Gates and Ed Bianchi. If you are bored with the current world of television series, *Bates Motel* will open up a highly nuanced and completely different path for you.

“BOOK REVIEW OF THE MONTH,”

STOLEN FOCUS: WHY YOU CAN'T PAY ATTENTION?

Asst. Prof. İlnur Gümüş

The Department of Public Relations and Publicity

“If we continue to be a society of people who are severely under-slept and overworked; who switch tasks every three minutes; who are tracked and monitored by social-media sites designed to figure out our weaknesses and manipulate them to make us scroll and scroll and scroll; who are so stressed that we become hypervigilant; who eat diets that cause our energy to spike and crash; who are breathing in a chemical soup of brain-inflaming toxins every day – then, yes, we will continue to be a society with serious attention problems. But there is an alternative. It's to organise and fight back – to take on the forces that are setting fire to our attention, and replace them with forces that will help us to heal.” (Hari, 2022, p. 272)



The author, Johann Hari, is a Scottish-born British writer and journalist. Drawing on his own personal experience, at a moment when he felt the urge to reach for his phone like everyone else, he paused and decided to write this book to better understand that very impulse. He developed the work alongside his own personal journey.

The book consists of 14 chapters. Based on these chapters, the causes of attention loss can be summarized in several key points:

The Source of the Attention Problem: The book argues that the problem of focus is not an individual failure, but is shaped by broader societal and technological structures.

Desensitization to Violence and the Decline in Empathy: Media exposure leads to desensitization to violence and reduces the capacity to empathize with the suffering of others.

The Multitasking Problem: The simultaneous use of multiple media devices and active engagement across platforms is associated, in academic studies, with the phenomenon of divided attention.

Disruption of the Flow Experience: States such as mind-wandering, being in flow, and engaging in slow, deep thinking support mental clarity and sustained attention; however, technology disrupts this process.

Surveillance Capitalism and Data Trade: Companies such as Google and platforms like Facebook, Snapchat, and Twitter collect user data to build profiles, sell them to other companies, and generate targeted advertisements. As users spend more time online, company profits increase.

Technology and Human Relationships: In an era where seeking pleasure in virtual environments has taken on an almost pathological dimension, the growing influence of technology in shaping intimacy confronts humanity with a troubling reality.

I wish an enjoyable and insightful reading experience to everyone interested in this issue.

ACADEMIC PLAYLIST



A SELECTION FOR MARCH

Res. Asst. Mustafa Nurkan Bitlisi
The Department of Political Science and Public Administration

Our March selection has been prepared with a focus on Neşet Ertaş, one of the most important representatives of the Kırşehir region, which is especially known for its bozlak (Turkish folk song) tradition.

We wish you an enjoyable listening experience.

Please click [here](#) to access the selection.

171		Zahide Neşet Ertaş	Zahidem
172		Seher Vakti Çaldım Yarın Kapı... Neşet Ertaş	Zahidem
173		Amanın Leyla Neşet Ertaş	Zahidem
174		Gönül Dağı Neşet Ertaş	Gönül Dağı
175		Yalan Dünya Neşet Ertaş	Hata Benim
176		Neredesin Sen Neşet Ertaş	Acem Kızı
177		Yolcu Neşet Ertaş	Yolcu
178		Kendim Ettim Kendim Buldum Neşet Ertaş	Kendim Ettim Kendi...
179		Garip Bülbül Neşet Ertaş	Yolcu
180		Kesikçayır Neşet Ertaş	Sözlü Oyun Havaları

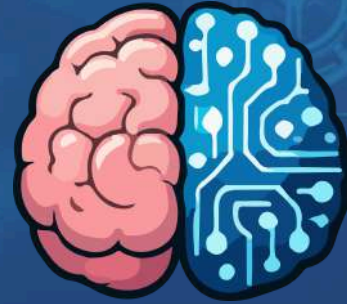




The Era of Artificial Intelligence in Education: From Digitalization to Mindset Transformation

Bedia Aydın

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



Education is no longer merely about lessons taught in a classroom, as it used to be; alongside technology, it has transformed into a dynamic structure that continues anytime and anywhere. One of the concrete reflections of this change is clearly seen in the Final Report of the Artificial Intelligence Technologies in Higher Education Conference organized by Istanbul Okan University (2026). In our current era, where digitalization has gained momentum, artificial intelligence (AI) has elevated higher education institutions beyond being mere buildings that transfer knowledge. Universities are now evolving into institutional structures that create AI-supported learning ecosystems, adopt data-driven decision-making processes, and place ethical responsibility at their core.

One of the most valuable outputs of this ecosystem is that the reality of “every student learns differently”, which has been debated as a pedagogical ideal for years, has found such a concrete counterpart for the first time. Indeed, AI carries the potential to uniquely optimize teaching processes by focusing on students' individual learning paces, styles, strengths, and weaknesses. As of 2026, these personalized experiences, which have deepened further, are ensuring the perfection of data-driven success analyses and fundamentally changing the nature of education.

Institutional Transformation and Strategic Infrastructure

Evaluated from an institutional perspective, artificial intelligence has gone far beyond being merely a technological support tool used in classrooms. As highlighted by the data from Istanbul Okan University (2026), generative AI solutions have transformed into a strategic infrastructure that adds measurable business value to institutions, ranging from operational efficiency to decision support systems.

While redefining learning models, institutional structures, and academic roles, AI also presents a clear roadmap for the future of higher education. This evolution -stretching from rule-based systems to data-driven learning, and from perceptive systems to physical, autonomous, and ultimately ethically responsible systems- makes AI the primary element determining the institutional competitiveness and academic quality of universities. Grounding AI on such an institutional foundation in education is a rather "strong sign" that the progress being made will be sustainable.

However, putting this strong vision into action cannot be achieved solely by producing advanced technologies. As strikingly revealed in the Future Needs in Digital Education survey conducted under the umbrella of the European Union (European Commission, n.d.), it is essential to support the educators at the center of the system in order for AI integration to be permanent and beneficial. As the vast majority of the survey participants agree, increasing AI literacy and equipping teachers with next-generation skills to understand and manage this transformation is the most critical link in the process.

In conclusion, artificial intelligence is a powerful element of transformation reshaping learning models and institutional structures in higher education. Nevertheless, for this transformation to be effective and sustainable, it must be accompanied by the observation of ethical responsibilities, the preservation of a human-centered approach, and, undoubtedly, the multifaceted support of teachers. Therefore, AI should be evaluated not merely as a technological innovation in education, but as the strongest indicator of a pedagogical and institutional mindset transformation.



ENTREPRENEURSHIP AND INNOVATION



THE RISE OF PODCAST CULTURE: THE TRANSFORMATION OF DIGITAL AUDIO MEDIA AND A NEW DOMAIN IN CORPORATE COMMUNICATION ONE OF THE NOTABLE

Asst. Prof. Merve BOYACI YILDIRIM

The Department of Public Relations and Publicity

One of the notable developments in the digital media ecosystem in recent years is the rapid rise of podcasting. Podcasts have increasingly become a widespread media format due to their offering of time and space flexibility as internet-based audio content, their ability to reach niche audiences, and their low production costs (Bonini, 2015; Llinares et al., 2018). Unlike traditional radio broadcasting, podcasts possess an "on-demand media" format that users can listen to whenever they want. This feature has made podcasts an important part of individualized content consumption in the digital media landscape (Bonini Baldini, 2015; Spinelli & Dann, 2019).

The development of podcasting is also closely related to the transformation in the digital media ecosystem. According to Bonini Baldini (2015), podcasting can be evaluated as a new form of mass media emerging alongside the digitalization process. This new media format contributes to transforming media production into a more democratic structure by enabling users to participate more easily in content production processes. The relatively low production costs of podcasts and the facilitation of distribution processes through digital platforms allow individual content creators and independent publishers to gain visibility in the media field (Madsen & Slåtten, 2025).

The rise of podcasts is also closely related to the change in media consumption habits. While screen-centric experiences dominate traditional media consumption, podcasts allow for content consumption in multitasking environments. Users can listen to podcasts while commuting, exercising, or performing daily chores, thus allowing media consumption to spread across different time frames of daily life. This situation has contributed to the increase in podcast listening habits, especially with the proliferation of mobile device usage. Indeed, research shows that podcast listening rates are rapidly increasing, particularly among young and educated user groups (Edison Research, 2024). This trend reveals that digital audio media has positioned itself as an alternative source of information, education, and entertainment in the media ecosystem.

The proliferation of podcasts indicates a significant transformation not only in terms of media consumption but also in terms of media economics. Data regarding podcast advertising revenues show that this area has become a strategic market for the media industry. The steady increase in podcast advertising revenues in the US over the last decade demonstrates that digital audio media has become an important communication channel for the advertising sector (Interactive Advertising Bureau, 2024). The fact that podcast advertisements are perceived as less intrusive by listeners compared to traditional digital ads and integrate more organically with the content is influential in advertisers turning to this medium (Moe, 2023; Perks & Turner, 2019). Unlike traditional advertising models, podcast ads are often narrated directly by content creators, which strengthens the bond of trust formed between listeners and creators (Perks & Turner, 2019; Spinelli & Dann, 2019).



THE RISE OF PODCAST CULTURE: THE TRANSFORMATION OF DIGITAL AUDIO MEDIA AND A NEW DOMAIN IN CORPORATE COMMUNICATION ONE OF THE NOTABLE

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The importance of podcasts in terms of corporate communication is also gradually increasing. Today, many brands use podcasts not only as advertising space but also as a strategic communication tool. Particularly with the widespread adoption of the content marketing approach, brands are turning to media formats where they can establish longer-lasting and more meaningful communication with their target audiences. At this point, podcasts offer significant opportunities in terms of brand storytelling, establishing thought leadership, and building sustainable relationships with the target audience. Content marketing literature also shows that storytelling-based content can have positive effects on the credibility and perceived sincerity of brands (Pulizzi, 2012; Keller, 2013).

Another important feature of podcasts is that they allow for expertise-based content production in specific fields. Thanks to their structure that can focus on niche subjects, podcasts offer an alternative digital communication environment that contributes to the transfer of expert knowledge to broader audiences (Llinares, Fox & Berry, 2018; Spinelli & Dann, 2019). This feature creates significant opportunities, especially regarding academic and corporate information sharing. In recent years, universities, research centers, and academics have started using podcasts for science communication and academic information sharing. Podcasts are evaluated as a new science communication tool that allows complex academic topics to be conveyed more accessibly (Llinares et al., 2018; Berry, 2015). This trend indicates that digital academic communication practices are diversifying and science communication is moving beyond traditional forms of publishing.

Podcasting is increasingly gaining a more important position in the digital media ecosystem in terms of both individual media consumption and corporate communication strategies. The flexibility, sincerity, and direct access to the target audience offered by digital audio media make podcasts one of the permanent components of the contemporary communication landscape. In the coming period, podcasts are expected to gain even more importance, especially in the areas of content marketing, brand communication, and the digital media economy.

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A CRITICAL MOMENT IN HISTORY: THE US/ISRAEL-IRAN WAR

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The Department of Public
Relations and Publicity



These days, we are experiencing the second phase of the US/Israel-Iran War. The first phase was in June 2025. It began with an Israeli airstrike on Iran and lasted for 12 days. The second phase, on the other hand, began on February 28, 2026, with a US/Israel attack on Iran and the assassination of Iranian leader Ali Khamenei, and it is currently about to reach the one-month mark.

This is a war with broad and ambiguous targets—ranging from overthrowing/changing the regime to bringing freedom to the Iranian people, and from intervening on the grounds that Iran is a nuclear threat to fundamentally destroying the country's infrastructure. Its ultimate aim is to consolidate US hegemony, but in terms of targets, methods, and strategic awareness, it is a war where expectations have failed to meet reality. This is because the US has embarked on this war in a century that no longer belongs, or is starting to no longer belong, to it.

Looking briefly, the background of this war primarily includes the following: 1) The West's at least 500-year-old practice, consciousness, and reflex of dominating the world, 2) The US's concrete and active power regarding world domination and Western leadership since the Second World War, seeing this as a significant part of its conscious and subconscious mind, and displaying reflexes accordingly, 3) The US's own economic, political, and social problems beginning to become unsustainable, 4) Its need for resource/wealth transfers via force in order to repair this internal economic and social situation and keep lobbies afloat, 5) The limited time it believes it has before China rises even further and becomes a global power standing against it, 6) The idea that it can pull Europe—which it significantly distanced from Russia during the Russia-Ukraine War—to its side, 7) The 'time pressure' brought about by the increasingly negative trajectory for the US both in its internal structure and the global order, 8) The motivation to continue its global project extending from Pakistan/Afghanistan to West Asia and Africa, 9) The interest groups and Zionist organizations within Evangelical, Judeo-Christian, and Jewish circles in the US, along with Zionism in Israel and the stance of the Netanyahu Government, 10) The recent kidnapping of Venezuelan leader Maduro and the improvement of relations between Venezuela and the US (especially concerning oil from the US perspective), and the ease and deceptiveness of this event. These are points that could be expanded or simplified, but this is the general framework.

While everything has intensified and conditions seem suitable, it is obvious that what is being missed is that the era and the balance of power have changed, how heavily dependent production and economies are on energy resources, that Iran has a state tradition spanning over a thousand years, that it is prepared for these days having lived under US and Western pressure for 40 years, and that other similar fundamental elements are being overlooked. When viewed within the long span of human history, combining the conditions above with the developments and impacts below reveals this: This war corresponds to a critical moment in history.

Briefly... Not only has there been no effective participation from the European countries the US has asked for help so far, but there is also an increase in critical discourse within their public spheres. As the war escalates, global costs are rising to unexpected levels, because the Iran War is actually a regional war. And the region is a production hub for the world's oil, LNG, and many other vital natural resources.

The oil passing through the Strait of Hormuz accounts for approximately 20% of global oil consumption. The region is the main hub affecting about 25% of the global seaborne oil trade. Since the beginning of the war, Iran has not allowed the passage of any energy-carrying ships from countries supporting the war, primarily the US, and the impact of this is manifesting itself from the US and the EU to Pakistan, India, Thailand, the Philippines, and even, to some extent, Japan. Oil prices within the US are rising to a disturbingly high level; the US is offering peace agreements in its own way, while Iran is currently laying out its own uncompromising and harsh terms for an agreement on the table. Trump's approval rating is steadily dropping, the pressure of the upcoming 2026 midterm elections is on one side, while debates within his cabinet and party are also coming to light; criticisms of Israel and tendencies to act independently from Israel are beginning to emerge in the public and political spheres. Meanwhile, in Israel, elections are set for October 2026, and Netanyahu is drafting hundreds of thousands of people into the military. The chaos is growing, and it is becoming clear that the war initiated in Iran has now surpassed Iran in almost every sense.

DIGITAL FATIGUE: THE PSYCHOLOGY OF BEING CONSTANTLY CONNECTED AND HEALTHY MEDIA USE IN THE DIGITAL AGE

HEALTH- PSYCHOLOGY



Asst. Prof. Merve BOYACI YILDIRIM
The Department of Public Relations and Publicity

Today, digital technologies have become an indispensable part of life in the fields of communication, education, and entertainment. Thanks to smartphones, tablets, and computers, access to information has accelerated, communication processes have become easier, and digital media has settled at the center of daily life. However, the intensive and continuous use of these technologies brings about new psychological and social problems. One of these problems is the concept of digital fatigue, which has been increasingly discussed in the literature in recent years. Digital fatigue is defined as a state of physical and mental exhaustion arising from prolonged screen use (Tutar & Mutlu, 2024; Chen et al., 2020).

Research reveals that digital fatigue can manifest itself with both physical and psychological symptoms. Spending long periods in front of a screen can lead to physical problems such as eye strain, headaches, neck pain, chronic fatigue, and sleep problems. In addition, mental symptoms such as difficulty concentrating, forgetfulness, irritability, anxiety, and depression are also among the significant indicators of digital fatigue (Abel, Buff & Burr, 2016; Milyavskaya et al., 2018). These symptoms can negatively affect not only the individual's daily quality of life but also their academic and professional performance.

Many different factors play a role in the emergence of digital fatigue. The most important of these is prolonged screen exposure. Today, individuals spend a significant part of the day in front of digital devices for both education and social life. Being exposed to a continuous flow of information, the necessity of multitasking, and the pressure of being seamlessly online create a cognitive load on individuals and can lead to mental exhaustion over time. This situation, which develops in connection with social media use, is also referred to as social media fatigue in the literature (Tuncer & Levendeli, 2023).

One of the prominent concepts in digital fatigue discussions is FOMO (Fear of Missing Out). The desire to stay constantly updated on social media platforms makes it difficult for individuals to distance themselves from online environments. This situation can cause individuals to check their phones even during sleep hours and can increase the risk of stress, anxiety, and digital addiction in the long run (Przybylski et al., 2013; Vannucci, Flannery & Ohannessian, 2017). Similarly, studies examining taking breaks from social media use show that intensive social media use can impact stress and psychological well-being (Vanman, Baker & Tobin, 2018; Brown & Kuss, 2020).

Another concept that has drawn attention in the literature in recent years is the behavioral pattern called "doomscrolling." Doomscrolling refers to the tendency of individuals to continuously follow crisis, disaster, or negative news content. This behavioral pattern increases the psychological burden on individuals, potentially leading to stress, anxiety, and mental exhaustion. The state of being constantly accessible in the digital age is also a significant factor accelerating this process (Çetin, 2025; Kiran, 2025). Additionally, digital communication environments have some unique types of fatigue of their own. The concept of "zoom fatigue," which emerged especially with the proliferation of online meetings, is used to explain the cognitive load of screen-mediated communication. Bailenson (2021) states that the intense tracking of non-verbal communication and the need for continuous screen-focused attention in online meetings can increase mental fatigue in individuals.



DIGITAL FATIGUE: THE PSYCHOLOGY OF BEING CONSTANTLY CONNECTED AND HEALTHY MEDIA USE IN THE DIGITAL AGE

The intensity of digital media use is debated not only at the individual level but also at the societal level. Studies conducted especially on children and adolescents show that excessive technology use can be associated with problems such as attention deficits, sleep irregularities, and social isolation (Millî Eğitim Bakanlığı (Ministry of National Education), 2023). However, some research emphasizes that screen time alone is not a factor directly determining children's mental health; what is truly important is the quality of online content and the digital experiences children are exposed to (UNICEF, 2025).

Digital fatigue not only leads to physical and cognitive problems but can also increase feelings of emotional exhaustion. Being engaged in online interactions for long periods can drain individuals' emotional energy, leading to social isolation, loss of motivation, and burnout over time. Certain studies on digital media use also reveal that this situation can have significant effects on individuals' moods (Organik İnsan, 2025; Yalçın, 2026).

At this point, one of the prominent solution approaches in the literature is digital detox practices. A digital detox is defined as an approach that enables individuals to rest mentally and physically by limiting their use of digital devices for certain periods (Korucuk, 2026). Studies on digital media addiction and digital detox also show that healthy media consumption habits are important for individuals' psychological well-being (Boyacı Yıldırım, 2024).

Experts recommend some simple yet effective strategies to reduce digital fatigue. For instance, limiting the time spent in front of screens, turning off unnecessary notifications, and taking screen breaks at regular intervals are among these strategies. In addition, exercising, spending time in nature, and participating in face-to-face social interactions help individuals rest both physically and psychologically. It is also noted that meta-analysis studies examining taking breaks from social media use show that the level of well-being may increase in some individuals (Lemahieu et al., 2025).

In conclusion, digital fatigue emerges as one of the significant psychosocial problems of the digital age. While utilizing the opportunities offered by technology, it is of great importance to develop healthy usage habits. Especially for students, balanced screen use, regular sleep, and social interaction play a critical role in academic success and psychological well-being. Therefore, conscious technology use and the development of digital media literacy skills are seen as essential conditions for sustaining a healthy life in the digital age



RE-EVALUATING PUBLIC RELATIONS IN THE POST-TRUTH ERA

SOCIAL AGENDA



Res. Asst. Emre Ergen
The Department of Public Relations and Publicity

For many, the current "post-truth" era presents a complex communication ecosystem where emotions and personal beliefs take precedence over objective facts in shaping public opinion (McIntyre, 2019: 26), and where information spreads rapidly while the concept of "truth" steadily erodes. Algorithmic systems, employed by social media companies to boost engagement and efficiency, gradually trap users in "echo chambers" (Sunstein, 2017) where they only hear ideas akin to their own voices and beliefs. When coupled with the disinformation introduced into the communication sphere from various sources, this situation deeply shakes societal trust at large. Exactly along this axis, the societal role of the public relations discipline is undergoing a structural transformation.

Public relations, which traditionally focused on reputation management by forging bonds between organizations and target audiences, is no longer merely an instrument of "persuasion and promotion" within today's rapidly shifting social dynamics. Within the framework of the new paradigm, its core mission is to establish a sustainable "trust-building" mechanism centered around transparency and communication ethics. Recent research and industry data (e.g., the 2023 Edelman Trust Barometer) clearly reveal that consumers and stakeholders expect more from organizations than just quality products or services; they demand an active, guiding, and genuine stance on macro-social issues such as the climate crisis, economic inequalities, and digital ethics.

The most critical threshold in this process is the ability of organizations to develop authentic and value-driven communication strategies without falling into the trap of woke washing (Vredenburg et al., 2020). In next-generation public relations practices, target audiences must be positioned not as passive recipients of messages, but as engaged, participatory, and active stakeholders who are sensitive to social issues.

Consequently, the information pollution and erosion of trust brought about by the post-truth era compel public relations professionals to transcend being one-sided corporate spokespeople and become "truth managers" (Bıçakçı, 2019) who champion accuracy. It is the most fundamental necessity of our time for organizations to adopt symmetrical communication models that prioritize not only their own commercial interests but also the public good and information ethics. In this new ecosystem where the fight against disinformation and transparent corporate activism intertwine, the public relations discipline will continue to hold a key role in repairing damaged societal dialogue and trust.

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Time to Socialize

Beyza KOCAOĞLU

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

Club: MarkaAktif (Brand Active)

Operating within Istanbul Gelisim University, the Markaaktif Club is an active and productive student community that brings together students interested in various fields of communication. The club aims to create an environment where students can express themselves, gain new perspectives, and make their university life more productive and enjoyable.

Debate events, which are among the prominent activities of the club, offer a significant experience where students can freely express their thoughts, encounter different ideas, and develop themselves.

Instagram · igu_markaaktifkulubu



Agenda at IGU

New Semester Excitement on Campus

With the arrival of March and the weather gradually warming up, the excitement of the new semester has become even more palpable on campus. Short walks between classes, coffees shared with friends, and the sun making an appearance make campus days much more enjoyable. The new semester is a great opportunity to make new decisions and step into new environments.

Let's Socialize

How about taking new steps for yourself this spring?

Meeting new people and gaining new experiences are sometimes much closer than you think.

Grab your coffee, take a little break on campus. Perhaps take that first step you've been putting off for a long time. Sometimes new friendships and new experiences begin at the moment you least expect them.



April in Istanbul

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

Res. Asst. Asel ATAÖĞLU
The Department of Business Administration

Type of Event	Name of Event	Location	Date
Concert	Mustafa Sandal	Ülker Spor ve Etkinlik Salonu	2 April Thursday
Show	Harlem Globetrotters: 100 Years World Tour	Ülker Spor ve Etkinlik Salonu	3 April Friday
Stand Up	Stand-Up Taksim	İnfiniti Sahne, Beyoğlu	5 April Sunday
Stand Up	Burkanca Böyle Stand-Up Gecesi	Efsahne, Beyoğlu	10 April Friday
Concert	The Neighbourhood	KüçükÇiftlik Park	26 April Sunday
Concert	Melike Şahin Konseri	Bostancı Gösteri Merkezi	28 April Tuesday

Gamze Günde
A 3rd Year Student from the Department of
Public Relations and Publicity

Hello, I am Gamze Günde. I am a 3rd year student in the Public Relations and Publicity Department at the Faculty of Economics, Administrative, and Social Sciences at Istanbul Gelisim University. I know that we all experience these educational journeys by walking our own unique, different paths; therefore, I wanted to share a slice of my own academic and social life with you.

Actually, I didn't come to this department with an overwhelming passion, but there was a highly conscious decision made beforehand. While I describe myself as one of the most indecisive individuals in the world, I am still surprised that I made such a clear choice. Normally, I draw and I really wanted to advance in the field of design. However, because I felt my traditional drawing methods wouldn't fully meet the business criteria of the future, I gave up on that desire at the time. By choosing the "Public Relations and Publicity" department, which I hoped would cure my indecisiveness, I actually learned through firsthand experience over time just how right of a step I had taken.

After starting the department, I stepped into the vast world of communication, and thanks to the various "glasses" I put on, I began to look at life from entirely different perspectives. During this process, my desire for self-improvement grew even stronger; my only sweet dilemma right now is choosing which of the millions of options stretching out before me to pursue after graduation.

As for drawing, it is now a hobby for me, and this makes me feel incredibly good. Of course, I do sometimes experience minor nervous breakdowns when I don't get the result I want while drawing, but that's just part of its charm. Now, I leave you with my artworks bearing traces of Japanese philosophy, where I pour onto paper those deep emotions that words sometimes fall short of expressing.



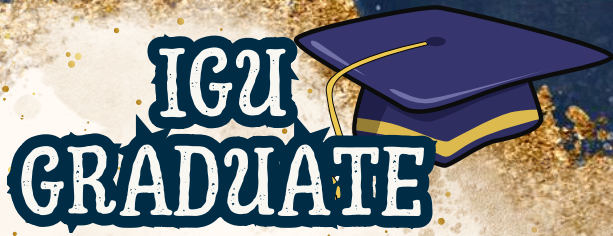
Tsundoku: It refers to buying books saying "I'll read this," letting them pile up like a mountain in a corner of your room, and just sighing as you look at them.



Koi no yokan: It means that when you first meet someone, you feel a sense of "oh no, I am going to fall head over heels for this person" sensing right from the start that love is inevitable.



Wabi-sabi: It refers to giving up the pursuit of perfection and seeing the natural beauty in the aging of objects or the imperfections of life.



Damla Kahraman

A Graduate Student from the Department of Public Relations and Publicity

Hello, I am Damla. I graduated from the Public Relations and Publicity Department in 2023. I stepped into the field of communication by transferring from the Kadir Has University Preparatory Program in 2019. From my very first day in the department, I focused on getting to know the industry, being active in classes, and improving myself. The library facilities, student clubs, and social areas offered by the university provided me with a strong foundation for both my academic and personal development.

Throughout my education, the guidance of my professors always steered me in the right direction. I didn't just acquire theoretical knowledge; I also had the opportunity to develop myself in creative thinking, building a strategic perspective, and generating solutions to communication problems. This process enabled me to look at the world of communication from a more holistic and analytical perspective.

During my university years, I gained both theoretical and practical experience in areas such as public relations strategies, media relations, crisis communication, and event management. Taking part in different projects, receiving training on camera work and content creation, learning to use design tools, and meeting with industry professionals were important steps that strengthened my professional skill set.

I started my professional career in May 2023 as an intern at a communication and consulting agency. Following my internship, I continued working at the same agency as a Brand Manager. Today, I am continuing my career at a different agency, managing the communication processes of various brands under the umbrella of a globally operating brand. By working with multi-brand structures, I analyze different target audiences, develop appropriate tones and messaging frameworks for each, and manage processes with a strategic perspective.

Within the rapidly transforming dynamics of the communication sector, I believe artificial intelligence is taking on an increasingly decisive role. Therefore, I position AI not just as a supporting tool, but as an integral part of business processes. I actively utilize AI in research, data analysis, content development, and strategy creation processes; I make sure to constantly keep myself updated by closely following the developments in this field. I believe that the path to producing faster, more efficient, and more effective work lies in adapting to this transformation.

Today, I have the opportunity to transform the knowledge and experience I gained at university into more comprehensive projects in my professional life. With the awareness that development in the field of communication requires continuity, I continue to learn, produce, and push myself forward.

I would like to thank my family, my school, my friends, and especially my professors, who have supported me on this journey and continue to offer their support.

Warm regards,



Efe Arif KESKİN
**A 3rd Year Student from the Department of
Public Relations and Publicity**

I am Efe Arif Keskin, a 3rd-year student in the Public Relations and Publicity Department. When I realized that I met the required GPA (Grade Point Average) condition during the transition to my second year, I wanted to seize this opportunity and decided to start a double major in the Political Science and Public Administration Department.

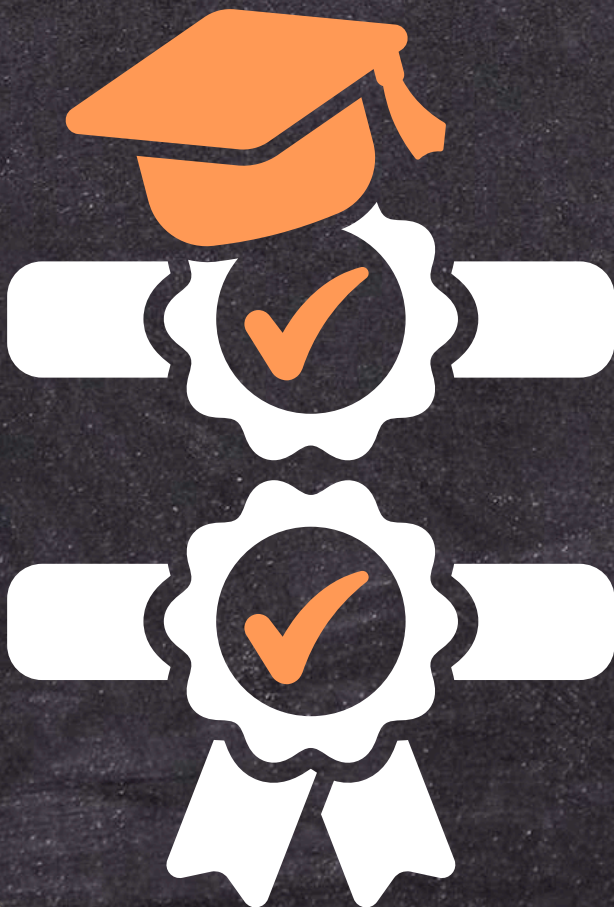
The reason I chose the Political Science and Public Administration Department in this spontaneous decision was my interest in politics. Although I am more drawn to the international relations aspect, the fact that Political Science and Public Administration has more intersecting points with my primary major, Public Relations and Publicity, influenced my choice.

After starting my education in both departments, I realized that the bond between them is even stronger and that they complement each other perfectly. On the one hand, I understand the functioning of the state, decision-making processes, and public services; on the other hand, I learn how these services will be conveyed to the public, how to create a communication strategy, and how to manage it. These intersecting points help me connect the knowledge I learn in classes and evaluate it within a broader framework.

Of course, I knew that doing a double major would bring an intense pace to my daily life, and I had accepted this. Although the clash of course schedules, having to spend more time at school than at home, and the increasing course load challenge me from time to time, learning to use my time more efficiently and gaining discipline has been highly satisfying for me.

Evaluating it overall, my double major experience has given me more than I expected. Among these benefits, I think the most important one is that it has enabled me to develop different perspectives. Evaluating the same issue from the perspective of two different fields has greatly improved my approach to events and my way of thinking.

I can definitely say that the double major program opens different doors for students in university life, which is a profound process of self-discovery and development, and it is an experience where you can tangibly feel your own growth. My advice to students who want to take advantage of the double major opportunity is to take this step in a field they are interested in, or a field closely related to their interests. If you study in a department you are truly interested in, this intense pace becomes much more meaningful, enjoyable, and sustainable.





Erasmus Diaries

Prof. Hakan YILDIRIM
The Department of Logistics Management

Budapest is one of Europe's most visited cities, celebrated for its natural landscapes and historical architecture. The city is particularly renowned for the historic structures that have flourished along the Danube River. Home to numerous attractions, it has become a tourist favorite thanks to its vibrant, sleepless energy. While the Chain Bridge and the Hungarian Parliament Building stand out as major historical icons, venues like the New York Café and Karaván serve as the heart of the city's culinary scene.

First and foremost, it is impossible not to mention the Chain Bridge, a magnificent architectural marvel that connects Buda and Pest. Designed by English engineer William Tierney Clark, this bridge—a witness to two distinct souls—opened in 1849. It was considered an engineering masterpiece of its time and has since become an icon of modern Budapest. Although it was blown up in 1945 towards the end of World War II, it was rebuilt and reopened in 1949, perfectly timed with its 100th anniversary, and continues its mission today. The four large stone lion statues guarding its entrances, created by sculptor János Marschalkó in 1852, remain awe-inspiring works of art. Situated between Buda Castle and the famous Parliament Building, the Chain Bridge not only symbolizes the foundation of modern Budapest but also offers a visual feast for visitors, illuminating history with its spectacular night lighting.

Another awe-inspiring masterpiece that I must highlight is the Hungarian Parliament Building, one of the largest of its kind in Europe. Naturally, its massive size is not its only defining feature; holding immense political and architectural significance, this Neo-Gothic building stands out as a powerful statement of Hungarian political identity and autonomy. This is further evidenced by the fact that the Holy Crown of Hungary is safely kept within its walls. The preservation of the crown here beautifully represents the legitimacy of the kingdom and the historical continuity of the state, serving as a profound symbol of national sovereignty and the modern nation.



The City That Never Sleeps: Budapest

Reflecting the influences of Italian Renaissance and Baroque styles with a highly ostentatious interior design, the New York Café opened in 1894 and plays a crucial role in offering visitors both a visual and culinary feast. Historically noted as a popular gathering place for literary and artistic circles, the New York Café lost its former glory during World War II and the subsequent communist regime, leading to its temporary closure. By the 1990s, following extensive maintenance and restoration work, it reopened and regained its historical prominence. Inside, the stunning architecture boasts a mesmerizing interior complete with gold-leaf decorations, large crystal chandeliers, ceilings adorned with frescoes, and marble columns. Therefore, it is not merely a café but a venue designed like a work of art. Functioning as both a restaurant and a café, the New York Café is celebrated as the heart of traditional Hungarian dishes, Central European cuisine, and modernized desserts. As a gastronomic destination, it is a key stop for visitors aiming to understand Hungarian coffee and dessert culture while experiencing a deeply historical atmosphere.

For those curious about street food, the Karaván Street Food Court holds immense importance both in terms of flavor and socializing. Operating in an open-courtyard setup, the venue features food trucks, small restaurant stalls, and open-air seating areas. Becoming particularly crowded in the evenings, Karaván is not only one of Budapest's most popular culinary spots but is also widely regarded as a prime meeting point for youth and tourists alike. Offering a wide range of street food, this bustling area serves up diverse flavors including Lángos (fried dough topped with garlic, cheese, and sour cream), the widely acclaimed Hungarian meat dish Goulash, Kürtőskalács (chimney cake—an absolute must for lovers of sweet pastries), and famous Hungarian sausages and burgers, alongside many other unique tastes.

In summary, rich in both historical structures and a vast gastronomic array, Budapest rightfully takes its place among the most essential must-see destinations.



UZBEKISTAN'S LOCAL DELICACY: UZBEK PLOV (PALOV)

DURDONA BOTIROVA

A 2ND YEAR STUDENT FROM THE DEPARTMENT OF
PUBLIC RELATIONS AND PUBLICITY

As one of the most important and well-known dishes of Central Asian cuisine, Uzbek plov is a delicacy that reflects the rich culture and traditions of Uzbekistan. Called "palov" in Uzbek, this dish is considered not just an everyday meal, but also a social and cultural symbol. In Uzbekistan, it has become a tradition to prepare it in large cauldrons and serve it to guests at weddings, holidays, and special gatherings. For this reason, plov is seen as an indicator of hospitality and sharing.

The main ingredients of Uzbek plov are rice, meat (usually lamb or beef), carrots, onions, and garlic. Plov is generally cooked in large cast-iron cauldrons and follows a specific cooking technique. First, the meat and onions are sautéed in oil, followed by the addition of thinly sliced (julienned) carrots. Then, rice and spices are added, and the plov is left to simmer over low heat. Spices, especially cumin, give the plov its distinctive aroma.

There are various types of plov in different regions of Uzbekistan. For example, while chickpeas and raisins are commonly used in Tashkent plov, Samarkand plov is prepared by arranging the ingredients in layers. In Bukhara plov, the rice and meat are cooked separately and combined later. Fergana plov, on the other hand, is known for being richer in oil and intensely flavored. This variety demonstrates the richness and regional differences of Uzbek cuisine.

Uzbek plov is not merely a dish, but also a cultural heritage. Holding a significant place within the family and society, this meal continues to thrive as a tradition passed down from generation to generation. In this respect, Uzbek plov is one of the most important delicacies for anyone who wants to explore the culinary culture of Uzbekistan.



ABOUT ACADEMIC LIFE

PUBLICATIONS

Doç. Dr. Festus Victor Bekun'un "Indian energy policies amidst urban population and economic growth: Sourcing evidence from time-frequency domain analysis" başlıklı makalesi Energy and Environment'da yayımlandı.

STAFF AGENDA

ACADEMIC-ADMINISTRATIVE APPOINTMENTS

Asst. Prof. Öznur ÇETİNKAYA has been appointed as the Head of the Department of Tourism Guidance.

ACADEMIC STAFF DEPARTEES

Asst. Prof. Ramazan İNAN has left the Department of Tourism Guidance.



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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.

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