

The Abstracts of ICSSER & ICTTR Conferences



ICSER
*1st International
Conference on Social
Sciences and Education
Research*



ICTTR
*1st International
Conference on Tourism:
Theory, Current Issues
and Research*

Editors:

Dr. Mahmut DEMİR & Dr. Şirvan Şen DEMİR

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Mahmut Demir & Şirvan Şen Demir

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Preface

ICSSER – 1st International Conference on Social Sciences and Education Research and ICTTR- 1st International Conference on Tourism: Theory, Current Issues and Research are an academic and scientific conference which was held at Hotel Rixos Downtown in Antalya, Turkey between October 29-31, 2015. ICSSER Conferences were organized by International Center of Social Science & Education Research, lead by academics from *Suleyman Demirel University (Turkey)* and supported *IJSSER-International Journal of Social Sciences & Education Research (ISSN:2149-5939)* and *JTTR-Journal of Tourism Theory and Research (ISSN: 2458-7583)*. ICSSER has provided a scientific assembly for all participants all over the world to explore and discuss the different topics. The conference also provided an opportunity to learn about the current issues such as trends, latest statistical methodologies, best practices, statistical design, analysis and conclusion in social sciences and education research.

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Abstracts with the issues of social sciences and educa- tion research





DEBTS TO BE PAID IN 21ST CENTURY HUNGARIAN EDUCATION

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Abstract

The practice of pedagogy in the third millennium is struggling to overcome shortcomings that have been reiterated by many, ones that still appear to be insurmountable in spite of tremendous efforts made to remedy them, including issues such as the efficiency of schools, the transparency of education, the shortcomings of professional pedagogy, the relations network of schools and their users, early drop-outs and dealing with social disadvantages. Are these anomalies still outstanding debts for contemporary pedagogy to pay?

The objective of this study is to put *Hungarian efforts in education* in a European context just over a decade after EU accession and to identify areas requiring immediate action and to analyse such areas from social, economic and pedagogical aspects. We wish to highlight problem areas to draw the attention of not only the theoretical and practicing experts in the international pedagogy community but also the attention of decision-makers to these issues, thus taking a step closer to tackling these problems.

Keywords: Shortcomings of Education; Efficiency of Education; Accountability of Education; Teachers' Professionalism; Equal Opportunities





THE EXAMINATION OF TERROR ECONOMY AND COMPARING THE ECONOMICS OF EDUCATION IN SELECTED COUNTRIES

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Abstract

It is a known fact that terrorist activities have many negative impacts on many factors in both global scope and individual countries. Especially, terrorist activities, which put serious obstacles in front of the countries' progresses and development initiatives, cause to fail public services or not to serve sufficiently. In the study terror economy has been examined in various countries and it has been compared with education economy in related countries. In this context an analysis has been made among countries by gathering the data of public education expenditures in selected countries and the data of military expenditures in selected countries from international institutions as OECD, the World Bank, and SIPRI. The aim of study is examination of terror economy and determination of current similarities and differences among countries by comparing education economy with it.

Keywords: Terror Economy, Education Economy, Military Expenditures



**6502 ANNOUNCEMENT ABOUT CONSUMER PROTECTION RIGHT OF
WITHDRAWAL BY CONSUMER LAW PROVISIONS****Selin Sert Sütçü***Akdeniz University, Law Faculty, Civil Law Department, ANTALYA/TURKEY***Abstract**

6502 numbered Law on the provisions of the Consumer Protection which are not regulated consumer previously in favor of the law contains regulations for some withdrawal period, in some contracts being given to the new regulations some contracts, entered into force on 28.05.2015 is being extended contract period, which already short. New consumer law in favor of consumers especially with the arrangements made for our study subjects showed more than enough about the breach itself is defined as the right of withdrawal in consumer law. These arrangements are analyzed, particularly by examining the overall rationale and justification of the law causes of substances have been studied new time.

Keywords: Consumer, Consumer protection, Right of Withdrawal



**IMPACT TO THE PHENOMENON BLOOD FEUD IN SELF-CONCEPT OF
CHILDREN AGED 7-15 YEARS OLD: AN INTERPRETATION BY PROJECTIVE
TECHNIQUES DRAWING THE HUMAN FIGURE AND THE FAMILY**

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Abstract

The research highlights one of the typical and actual problems of the Albanian culture: the phenomenon of the so called bloodthirsty “revenge”. The revenge is subordinate to the lex talionis “an eye for an eye, a tooth for a tooth”, a traditional law in the Albanian culture, which maintains its power since the laws of the Albanian State do not have the due authority to control the tradition of the “kanun” which signifies “canon” of the mountains, which encourages the global destruction of the person till her total elimination, the death penalty. All the family members, in particular those of male sex are the potential victims of such kind of violence. Children involved in these paradoxical ethic-social dynamics are the object of empirical study. The aim was to investigate the eventual relapse to the exposition to this phenomenon on the self-building in a group of children “under vengeance”. (N35) various age in relation to the different age (range:7-15: First group:7-11; group second:12-15) and gender (20 M. and 15 F) in the hypothesis that such a devastating experience could have negative repercussions on the personal identity’s development, especially in male children, being the preferred victims. The instrument of investigation consists in some graphic- pictorial productions (drawing of human person and of family) individually realized by the participants in their home or in some educative structures. From the results meaningful differences emerge, especially according to the gender of the participants, as a confirmation of the hypothesis.

Keywords: Children under Vengeance – Self Concept – Test of human figure and of Family.





A PEACEFUL INFILTRATION POLICY: FEMALE BRITISH MISSIONARIES AND EDUCATIONAL ACTIVITIES IN THE OTTOMAN ARAB PROVINCES DURING THE NINETEENTH CENTURY

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Abstract

Anglican missionary organizations spread their activities in parallel to the expansion of the British Empire and the impact of colonial politics. Protestant schooling, increasingly growing financial needs of missionary organizations and the government's control and domination over the region prompted missionaries to develop a new and more complex relationship with political-secular authorities. In the second half of 19th century, which is considered as the beginning of modern imperialist era, Arab provinces of the Ottoman Empire became one of the centers for activities for which the West run the risk of starting a fundamental change in culture and identity structures through the missionary movement. In this context, the female population of Ottoman citizens, which contained various ethnic, tribal and traditional cultures, also became the target of Protestant evangelization activities, nurtured by sense of superiority unique to Anglo-Saxons.

The main problem of the research is educational activities of FES (Female Education Society) missionaries, who introduced themselves as "women working for women", which on the one hand reinforced British influence and on the other hand supported schooling female children in Arab provinces of the Ottoman Empire. In this context, the focus of research was Arab geography under Ottoman rule and no emphasis was placed on evangelization activities related to health, social solidarity areas or those which are not directly related to education. Basic assumptions of the study include the idea that there were stereotypical characteristics among male and female missionaries in terms of their points of view about theological understanding, missionary character, power relations, ethnic groups, culture, nationalism, and the concepts of class and empire, other than sexist approach. Efforts were made to explain the fundamentals of such assumption on the basis of principles followed by FES in schooling politics, curricula they applied and educational approach they had. There is no study in Turkish on FES, which was one of the most efficient female missionary societies in the Ottoman Empire so this constituted the grounds for writing this study, and it was intended to make a contribution so that this deficiency in the literature on missionary is corrected. In this context, the objective of this study is to interpret personal thoughts of the members of FES, one of female missionary organizations, which operated in the busiest and efficient manner in Arab provinces of the empire in the 19th century, about their activities, handwritten texts containing their assessments, incoming and outgoing documents, photos, decisions taken by headquarters and limited resources in the Ottoman Archives in their own conditions, by employing historical method as well as secondary sources, including work, articles and theses on the said society by employing historical research design.

Keywords: Female British Missionaries, Educational Activities, The Ottoman Arab Provinces



**THE GREEK PARADOX: GOVERNMENT' AUSTERITY PLANS WITHOUT
POLICY OUTCOME****Tatiana-Camelia Dogaru***National University of Political Studies and Public Administration, BUCHAREST/ROMANIA***Abstract**

Almost immediately after the events of the world economic crisis of 2008 and its negative effects on EU economies, there was a huge concern about economic governance in the EU. The EU and its member states tried to respond to these challenges by creating new institutions, like the European Financial Stability Facility (EFSF) and the European Financial Stabilization Mechanism (EFSM). Through this framework and with the contribution and collaboration of the International Monetary Fund (IMF) countries which were affected heavily from the consequences of the economic crisis (Greece, Portugal, Spain, Italy, Romania etc.) were forced to borrow from these mechanisms in order to overcome the deterioration of their structural problems. In order for the assistance to be effective, the countries were obliged to implement strict budgetary programs and structural reforms. As a result, almost all EU member states developed austerity plans and started to look beyond emergency policies. Unfortunately, the austerity plans not have the results wished by implementers, and still, after seven years, certain EU member states implementing structural reform in order to revive the national economy and to solve the social issues.

In this paper, my main concern is assessing austerity and post-austerity measures in more detail from the European perspective. The unit of analysis is Greece, a country with a strong democracy culture and in a continuous search for solutions to overcome the impact of economic crisis. The attention is focused on the hypothesis that global forces have not been taken early seriously enough by some national decision makers. The analysis is going under the financial assistance to Greece and memorandum with International Monetary Fund in order to cover its borrowing needs and face with the difficulties more efficiently.

Keywords: Austerity Plans, Financial Austerity, Policy Outcome

**EVALUATION ABOUT THE USAGE OF TEP+VERB IN THE OLD UIGHUR
TURKISH****Kenan Azlı***Anadolu University, Literature Faculty, ESKİŞEHİR/TURKEY***Abstract**

Structure of tep+verb was used for sentences of presentation in Buddhist and Manichean Uigur text. It is witnessed that mentioned structure was used in all stage of Turkish language (not including Old Anatolian Turkish language and groups of Oguz in the post-Old Anatolian Turkish language). But purpose of using such a structure is very unclear. In earlier studies have not been addressed this issue adequately. In this article, purpose and reason of using structure of tep+verb will be tried to introduce. Uigurish Story of Kalyanamkara and Papamkara was selected as a text in which is included tep+verb at most. This text will be used for all examples.

Firstly, mentioned structure will be approached in terms of operant and than it will be examined in terms of syntactic in this study. Relationship between strategy of sentences of Old Turkish language and structure of tep+verb and course of the history of this structure will be determined. Later, obtained results will be discussed taking into consideration modality. The situation, literary taste and art of interpretation reached its top during the period of Old Uigur, of effect especially stylistic feature and problems of translation will be argued out. Finally, place of the structure in Turkish language will be tried to understand.

Keywords: Sentences of Presentation, tep+verb, Indirect Speech, Direct Speech, Uigur Turkish,





GAZI NEWS SYSTEM (GNS)

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There are series of processes that news; photographs and images have to go through before they are presented to the viewer. After the correspondent writes the news article, the editor reviews the piece and decides on whether to publish it or not. Since the 1980s, with the help of the news writing systems that were developed in Turkey, the process of news writing and publishing have been expedited and improved considerably. Computers and new software systems have replaced the old fashioned tools of journalism and news broadcasting such as typewriters, negative/positive photography films and darkrooms for film developing, telephotography, cutting and pasting tables, white-outs, the yellow papers used for news writing and so on. The news management systems and the digital technology of today's world have greatly contributed to many different aspects of how journalism and news management are conducted. Software firms are now developing systems that are compatible with the demands of news agencies, televisions, newspapers, magazines and digital media companies.

In the field of educational Journalism, there has been a need for a software system tool that can help and direct students for the purposes of writing, editing, archiving, news searching and managing in an effective and efficient manner.

For that matter, Gazi University Faculty of Communication and Journalism has established the 'Gazi News System' (GNS) with the support of the university's Faculty of Scientific Research and Projects that helped develop the software, which has taken around 1,5 years to complete. At present, the editors and writers of 'Gazi News' are using the GNS Software for their news management capabilities. The software is also eligible to be used during the journalism application courses offered at Gazi University. Furthermore, GNS is practical and proficient for distance-learning education programs. This report presents detailed information about the GNS software and its utilities.

Keywords: Journalism, News, Editor, News Software



**THE RELATIONSHIP BETWEEN MATHEMATICS TEACHING ANXIETY
AND BELIEFS ABOUT TEACHING AND LEARNING MATHEMATICS****Murat Peker***Afyon Kocatepe University, Faculty of Education, AFYONKARAHİSAR/TURKEY***Kübra Başpınar***Afyon Kocatepe University, Institute of Social Science, Department of Educational Sciences, AFYON-
KARAHİSAR/TURKEY***Abstract**

The purpose of this study was to investigate the relationship between pre-service primary school teachers' mathematics teaching anxiety and their beliefs about teaching and learning mathematics. There were a total of 250 pre-service primary school teachers involved in this study. Of the total, 202 were female and 48 were male pre-service primary school teachers. In the collection of the data, the researchers employed two types of instruments: the Mathematics Teaching Anxiety Scale (MATAS) and the Mathematics Related Beliefs Scale (MRBS). MATAS, which was developed by Peker (2006), was used to identify the pre-service teachers' anxiety about teaching mathematics. MATAS is a five-point Likert-type scale with 23 positive and negative items. MRBS, which was developed by Kayan, Haser and Işıksal Bostan (2013), was used to identify their beliefs about teaching and learning mathematics. MRBS is a five-point Likert-type scale with 26 items. The correlation analysis statistics was performed to identify the relationship between pre-service primary school teachers' mathematics teaching anxiety and their beliefs about teaching and learning mathematics. The study revealed that there were a significant, negative relations between pre-service primary school teachers' mathematics teaching anxiety and their beliefs about teaching and learning mathematics ($r=-.428$; $p<0,01$).

Keywords: Mathematics, Teaching Anxiety, Beliefs, Pre-service Teacher



DEVELOPMENT OF POLITICAL THOUGHT AND FEMINIST MOVEMENT IN TURKEY

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Abstract

Woman as a matter of one of the most important social actors has always been a problematic area throughout the ages. Woman has made long term struggle in order to achieve basic rights from being and make herself visible in the social field. Turkey in this struggle, reflecting the history of the feminist movement, the women's struggle is possible to drive up to a concrete view of the late Ottoman Empire. In some context, this term is added the first wave of feminist movement in Turkey. After the establishment of the Republic of Turkey, the feminist movement has gained some momentum and the 1960s also, the movement turned into the second wave action. In the period 1960-80, socialist-feminism and women lived partnership with the labor movement began to ride away. After the period of 1980s; the feminist movement's third wave had begun and started the get some new discourses. The name of the new discourse is "the private is also political". In this term, women has given struggle both public and private rights such as working, abortion rights etc. After the 1990s, the feminist movement had influenced identity oriented movements such as green movement, gay movement etc. During this historical periods, republicanism, westernization, modernization, modernity, post modernity, socialism, globalization has emerged as many different political views. The aspects of this political views, feminist movement has affected and transformed. The main aim of this paper is to explain three basic waves of feminist movement. In addition to this, it is also studied the interaction of the political thought and feminist movements. In this context, the struggle for women's place in the system and the importance of women's liberation and the system will be questioned. In addition to this study, in terms of the historical development of the feminist movement it has been restricted to three main waves, currents and waves in the 2000s and later was excluded from the scope.

Keywords: Woman, Feminist Movement, Political Thought, Modernity





A FUZZY FEINSTEIN AND THAPA MODEL APPROACH TO OPTIMAL PORTFOLIO SELECTION: AN APPLICATION OF ISTANBUL STOCK EXCHANGE (BIST) 30 INDEX

Mehmet Levent Erdaş

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Abstract

Portfolio is the list of securities that an investor owns. The portfolio management is the distribution of funds that an investor owns between existing securities in a way to provide minimum risk and maximum profit. Portfolio optimization, quadratic programming process requires more time for several reasons including difficulties, and many models were compared with the alternative which is one of these alternative models and optimal portfolio obtained with a simple solution to a linear programming problem based on Feinstein and Thapa. However, the factors which are effective in portfolio preferences have a fuzzy structure. Because of this investors should consider to this structure when we choose the optimum portfolio. In this study, it's tried to constitute the optimal portfolio using Feinstein and Thapa Model. In this model, the expected return on the fuzzy logic and top amount of investment and including risk-free securities constraints added to model develop by Feinstein and Thapa and we suggested a new linear programming. Moreover, we made an application using Istanbul Stock Exchange (BIST) 30 stocks. We used to LINDO 6 for Windows programme for solving the model.

Keywords: Portfolio Management, Portfolio Optimization, Feinstein-Thapa Portfolio Model, Fuzzy Linear Programming



**THE REFLECTION OF SELF-PERCEPTION TO THE ARTISTIC EXPRESSION****Metin İnce***Anadolu University, Education Faculty, Dept. of Art Education, ESKİŞEHİR/TURKEY***Çiğdem Tanyel***Bülent Ecevit University, Fine Arts Faculty, Dept. of Painting, ZONGULDAK/TURKEY***Öznur Işır Yarkataş***Anadolu University, Institute of Education, ESKİŞEHİR/TURKEY***Abstract**

Self-perception may define as specifically analysis and evaluation of an individual's thoughts like how an individual perceive by their environment, what is he/she, how he/she should be. This research aims the put forth the students' perceptions that related with themselves which they have been formed until that age by means of artistic expression tools. This research is important in terms of the student's knows, analysis himself/herself and transform into an artistic form the evaluation of what he/she made. The research is going to be performed with the 3. Grade students of Anadolu University - Education Faculty - Department of art educations, at 2014 – 2015 academic year in spring semester. The research contains a 3 weeks lesson process between 09.03.2015/28.03.2015. Research method is going to be evaluated within the context of qualitative research with the art-based research method. Art-based research is an approach using for analyse, comment, and evaluate the students' art works and educational conditions. Student information forms, open-ended questions and the students's works is going to be used as data collection tools. The data which is going to be obtained from the research is going to be analysed with the method of descriptive analysis.

Keywords: Self-perception, Art-based Research, Art Education



HARMONISATION PROCESS OF INTERNATIONAL FINANCIAL REPORTING STANDARDS: INVESTIGATION OF IMPLICATIONS ON FOREIGN DIRECT INVESTMENT AND TURKEY ECONOMY

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Abstract

Due to transnational disappearance of borders, the increasing impact of globalization, both in content and formal integration of the financial statements, companies being easy to access to capital markets and experienced differences in national accounting practices, businesses who prepare financial statements have experienced a number of problems to meet requirements of uses financial statements. In the field of accounting and financial reporting need to establish a common language has emerged for the elimination of these problems. The purpose of this study is to analyse to effects of international financial reporting standards harmonization on foreign direct investment and Turkey economy. The population of this study consists of 200 companies which are quoted companies in BIST and investment companies operating in different sectors. At research, preparers of financial statements represents quoted companies in BIST and users of financial statements represents investment companies. At this study, the instrument was a 7 survey questionnaire with a 5 Likert scale. The survey method was opted for this study and the data were put to correlation analysis afterwards. In accordance with the finding, it has been understood that IFRS implementation will promote companies access to global capital markets, foreign direct investment inflows and economic growth. Moreover, IFRS positively affect the quality level of financial statements prepared by companies. According to another finding was obtained, it was concluded that most stakeholders took advantage of the benefits of IFRS. In the conclusion part of the study findings were summarized and recommendations were made.

Keywords: International Financial Reporting Standards; Financial Statements; Direct Foreign Investment; Turkey Economy



**EXPERIMENTAL TYPOGRAPHY IN COMPUTER ERA****Öznur IşırYarkataş***Anadolu University, Institute of Education, ESKİŞEHİR/TURKEY***Çiğdem Tanyel***Bülent Ecevit University, Fine Arts Faculty, Dept. of Painting, ZONGULDAK/TURKEY***Metin İnce***Anadolu University, Education Faculty, Dept. of Art Education, ESKİŞEHİR/TURKEY***Abstract**

Communication process via writing has begun with the producing what we call letters which turns sounds into signs. We now type instead of writing words. In time, thousands of separate typefaces which reflects different emotions and structures occurred. Widespread fonts became frequently used and became common. One way to elude similar forms is to create typography with hand, to plunge into calligraphy, even to create letter forms by taking advantage of organic shapes.

Within this scope, a workshop was performed with 3rd grade elementary school students in Istanbul Kemerburgaz Children University. Using letters peculiarly, taking advantage of organic and inorganic materials while performing design, carrying out an experiment with these materials, performing these experiments with game instincts of a child rather than a scientist's meticulous have formed the content of the workshop. For workshop evaluation process audio, video and photographs are chosen as data collection resources, at the end of the workshop opinion of students is asked by using two surveys that are open-ended and likert-type. The research process will be evaluated as descriptive.

Keywords: Experimental Typography, Computer Era, Workshop



**THE SUPPLY AND DEMAND FUNCTIONS FOR TURKEY'S MANUFACTURING INDUSTRY: SIMULTANEOUS EQUATION SYSTEMS****Kübra Önder***Mehmet Akif Ersoy University, Faculty of Economics and Administrative Sciences, Department of Economics, BURDUR/TURKEY***Büşra Akın***Mehmet Akif Ersoy University, Faculty of Economics and Administrative Sciences, Department of Economics, BURDUR/TURKEY***Abstract**

Foreign trade policies applied to achieve economic growth and structural changes in the economies have an important role. The applications of these policies the determination of the direction, composition, and volume of exports and imports have affected on the price and income elasticities of exported and imported goods. Therefore, the export and the import policies must be analyzed with regards to the price and income elasticities. Previous studies on the functions of export's and import's supply and demand have tended to ignore the simultaneous relationship between price and income. The major aim of this study is to examine the simultaneous relationship between the price and foreign income elasticities of manufacturing industry export demand and supply via the two-stage least squares method. The analysis indicate that the import supply and demand elasticities are found to be large and export demand price elasticities is negative while export and import demand income elasticities is positive. Price and income elasticities of export supply is also found positive.

Keywords: Export Supply and Demand, Import Supply and Demand, Income and Price Elasticities, Manufacturing Industry, The Two-Stage Least Squares Method



**LABOR FEATURES WITH CLASSICAL HERITAGE RELATIONS OF THE
STAFF IN “MOLLAH NESREDDIN” JOURNAL****Fatma Hüseynova***Azerbaijan National Academy of Sciences, Philology, Literature, AZERBAIJAN***Abstract**

This article deals with the mission of the satirical magazine “Mollah Nasreddin” that published firstly in 1906 in Tbilisi city of Georgia, the cultural center of the Turkish speaking people. The problem of reality and the literature are given with satirical laughter.

“Molla Nasreddin” journal was a social-political mirror in the life of Azerbaijan in the beginning of the XX century. Its establishing was an important event in the social-literary life of Azerbaijan and this journal played a role of literary school where joined writers with different styles. This journal active intervened to the social life in the contests of reality ideas. It renewed exist literary-esthetic relations and coordinated new literary direction and styles. It was the first humor magazine in Azerbaijan which played an important role in the emergence of the pioneers of the cartoon art of humor, literature, the name of the magazine is taken from the repartee with the well-known anecdote type Mollah Nasreddine (Nasreddin Hodja, Teacher Nasreddin).

Keywords: Mollah Nasreddin, The Mollahnasreddin, Literary Movement, Literary School, Laugh (Smile), Style, Satire





DIGITAL DIPLOMACY: PERSPECTIVES AND IMPACT ON TRADITIONAL DIPLOMATIC PRACTICES. CASE STUDY: DIGITIZATION IMPACT ON ROMANIAN AND BELGIAN NATIONAL DIPLOMATIC SYSTEMS

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Abstract

In the last decades, the clearly global evolution of digital instruments has shaped changes in the way of managing international relations. As internet emergence multiplied the number of voices involved in international policy-making, accelerated the spread of information and increased its sources, and offered a framework from real-time communication, diplomats have to handle with a complex international agenda. To stay competitive, diplomatic representatives have to accustom and to assimilate digital tools in their daily practice, digital diplomacy defining changes in structures, resources requirements, organizational management and processes of ministries of foreign affairs. This is a central point of the present paper that is focused on the impact of digital disruption on traditional diplomatic practices. Based on digital diplomacy perspectives as changing foreign policy environment, knowledge and resources management, cyber-policy agendas and e-governance and e-participation, the article argues that, even if traditional diplomatic customs remain at the heart of diplomatic activities, internet communication introduces a new dynamism in conducting diplomacy. A key change refers to embassies empowerment, their role inside diplomatic systems increasing while the centrality of foreign affairs ministries is challenged by the changing environment in which they operate. The article emphasizes that due to Internet and Communication technologies some activities conducted today in headquarters will be assigned more and more to the embassies, by optimizing the resources and the structure of the diplomatic network. The comparative case study regarding digitization impact on the national diplomatic systems of two EU member states, Belgium and Romania showed that new technologies transformed the manner of sharing information and of attracting foreign audiences as they have great penetration potential, data being transmitted quickly to millions targeted people. In this context, diplomats' professionalization is an obvious and welcomed approach, each foreign affairs ministry having particular methods, formal or informal, to develop competences in digital area. Therefore, the integration of digital tools, both in diplomatic structure and processes and their optimal use represents the prerequisite for diplomacy to stay efficient in the 21st century.

Keywords: Diplomacy, Foreign Policy, Diplomatic System, IT Technologies, Digital Diplomacy





A READING OF THE LONG-DURATIONAL PERFORMANCES OF MARINA ABRAMOVIC AS A CRITIQUE OF THE ANESTHETIZATION OF THE INDIVIDUAL IN CONSUMERIST SOCIETY

İ. Okan Akkın

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Abstract

Audience participation into artistic performances has been the main concern of contemporary art since the second half of the twentieth century. Especially after the improvisational performances of John Cage, e.g. 4'33'', and Alan Kaprow's "happenings" in the Fifties, experimental spectacles have revolutionized the idea of live performance. Similarly, in the Nineties, confrontational dramas of British authors left their mark on experimental theatre in which the spectators' reaction and interaction with the players was pushed to its limits. Nonetheless, nothing was more shocking than Marina Abramovic's long-durational performance called "Rhythm 0" in 1974. In this piece the fate of the artist and the results of the performance were totally dependent upon the will of the participants. Abramovic resolved the dichotomies between the play and the player as well as the viewer and the actor by turning her own body into a work of art. Indeed, borders between the spectacle and the viewers were blurred because the performance or the artwork, which is a temporary production, was doomed to perish immediately after the participants stopped acting in the event. This is the reason, later on, Abramovic labeled her performance as "immaterial art"—where the work of art is the aesthetic experience itself and the aim is to create a sensible nihil out of human interactions. It is possible to evaluate the significance of these performances in two respects. First, they manifest the conventional nature of dualistic conceptions such as mind/body and subject/object, and thus they have a philosophical significance. Second, these performances touch something very vital and very humane that we have forgotten in the rush of modern city life, i.e. realization of one's own being in the encounter with the other. Consequently, it can be argued that these two aspects of Abramovic's performances are interrelated, and, together, they form a critique of the anesthetization of the individual in consumerist society by mediation of art.

Keywords: Immaterial, Durational Performance, Modernity, Art





ACCORDING TO HITTITE TEXTS, EFFECTS OF MESOPOTAMIA BELIEF SYSTEM'S ON HURRIAN MYTHOLOGY VIEWS

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Abstract

During the third millennium B.C., Hurrians appeared in the eastern region of Anatolia as a community with a life based on agriculture and animal husbandry. Over the centuries, Hurrian community had spread throughout the North of “fertile crescent” ranging from Zagros Mountains to Mediterranean and had been located on the transition geography between Mesopotamia and Anatolia. Forming the dominant part of the ethnicity in the southeastern of Anatolian and in the North of Syria around two thousand years, Hurrian community had taken place on the trade routes between Mesopotamia and Anatolia and this situation had affected both neighboring communities and themselves religiously and culturally. When looking at the indelible impression they left on the Hittite culture and beliefs, Hurrians were expected to have a highly developed civilization but historians could find information only from Hittite cuneiform's. In this study, we have tried to explain how the mythological narratives mentioned the tips of the formation and development of the Hurrian belief system. We have found places in Hittite texts by putting their common aspects between Mesopotamian myth and Hurrian myth. In our study, we tried to explain ties between Hurrian and Mesopotamian myth relating to their belief systems taken from such texts as “The Thirty Sons of The Queen of Kanesh”, “The Legend of the Sky Kingdom”, “The Songs of Ullikummi”, “The Tale of Appu and His Two Sons”, “The Tale of Hunter Keshi”, “Story of Gurparanzah”.

Keywords: Anatolia, Hittite, Hurri, Teshup, Hurrian Mythology





A NEW BREATH IN THE FIELD OF SOCIAL SCIENCES: KAYNAKCA INFO

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Abstract

Kaynakca.info, which is an online bibliography sharing website, is also a reference index system. By means of this system, one can create and manage an index on any field. The user can change the bibliography into a reference index by entering the references of the works cited in the bibliography. To the reference index made by the researcher, works, books, articles published in the peer-reviewed journals, international symposium papers, and published master and PhD dissertations are added. The index is analysed by using betweenness, closeness and eigenvector collectivism criteria existing in the contents of social net analysis method. By means of these social net maps, researches and researchers who play key roles on a certain field, and different persons who act as a bridge connecting different groups to one another are determined and evaluated. The system plays an important role for the postgraduate students to get easy access to the resources and also to analyse the data they get. Kaynakca.info helps researchers on the matters such as; maintaining joint works, making use of technology via e-learning, preparing homework, writing dissertations, making discussions, doing voluntary editorial, and the most important of all, learning to learn. The website is also important that it is a constantly developing academic publication pool. However, the factor that makes this web-based system first and unique in the field of social sciences, which was opened for use in 2008, and continues to develop as a research project by Hacettepe University, is not the number of works, but that it calculates the impact value of the authors' works thanks to Kaynakca.info. The aim of this study is to discuss the emergence of Kaynakca.info system idea, its implementation, benefits, progress and dissemination.

Keywords: Kaynakca.Info, Hacettepe University, Social Sciences



**EUROPEAN ECONOMIC INTEGRATION PROCESS PROBLEMS ARISING
IN THE CONTEXT OF GREECE CASE EVALUATION****Rıdvan Karacan***Kocaeli University, Hereke Vocational School, KOCAELİ/TURKEY***Ersin Uğurkan***Kocaeli University, Kartepe Tourism Vocational School, KOCAELİ/TURKEY***Abstract**

European Union Firstly, which was emerged as Coal and Steel Community in 1951. EU is integration process. First stage of integration is economic. End of integration process is political unity. But EU has met economic crises of Greece. EU has negotiated with Greece in order to take place economic measures for long time. Finally, Greece has convinced by EU on economic measures. However, EU have debated removing of Greece from Monetary Union. Actually, EU behaved mistakenly about financial policy that attitude is analysed. Furthermore, We stressed that in the context; EU isn't able to harmony in political integration and financial policy.

Keywords: European Union, Greece, Economic unity, Political unity



**CHINA'S MIDDLE EAST ENERGY POLICIES****Engin Koç***Dicle University, Department of International Relations, DİYARBAKIR/TURKEY***Abstract**

China is the second oil consumer country in the world as a follower of USA. Up to 1993, China had been oil exporter, but oil and other energy resources have been insufficient by increasing its share in world trade. Also, China has to persist production for sustainable development and keeping its place in world trade. China needs energy resources for sustainable production and stable export policies. Accessing energy resources is the main priority in agenda of Chinese foreign policy. Due to its energy resources and geopolitical location, Middle East has a crucial significance for China's needs. China considers all sides in a roundtable debates as an instrument and conducts a cautious diplomacy by non-intervening domestic affairs of states for easy access to energy resources. For decreasing costs in importing oil and natural gas from Middle East, China arranges armament agreements with oil exporter Middle Eastern states. In this paper, China's increasing position in region, obstacles for its interest and counter policies will be studied with regards to energy policies in Middle East.

Keywords: China, Middle East, Oil, Energy Resources, Arms Sales



THE WAYS TURKISH LANGUAGE AND LITERATURE TEACHERS USE CINEMA FILMS AS A MEANS OF EDUCATION IN THE CLASS

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Abstract

This research aims to identify the ways in which the literature-based films are used as a material in Turkish Language and Literature classes. The use of audio-visual materials provides with an effective learning environment and to take the advantage of that effective learning environment, it is inevitable to use literature-cinema cooperation as a means of education in the class. In order to shed a light on the further practical studies regarding the use of cinema films in the class, it is important to identify teachers' interests, perceptions and attitudes towards the subject. A comprehensive literature review has been made on the use of cinema films in the class. Besides, literature knowledge has been compared and interpreted through the data which are classified in the given subtitles. The method used in the research is a case study. The samples of the study consist of purposefully selected 44 Turkish Language and Literature teachers who have studied in 27 different universities and who currently work in İstanbul. An open-ended survey has been prepared by the researcher and the answers have been qualitatively interpreted through content analysis method. The findings of the research have been interpreted under the following subtitles: (1) Teachers' relationship with the art of cinema, (2) Teachers' educational background regarding the use of cinema films as audio-visual materials in the class, (3) Teachers' ability to afford cinema films, (4) In which classes and how often the teachers use cinema films, (5) The ways the teachers use cinema films in the class.

Keywords: Turkish Language, Literature Education, Cinema, Literature, Cinema-Literature Teaching, Teacher Training



**THE SCALE OF ACADEMIC PROCRASTINATION: VALIDITY AND RELIABILITY STUDY****Gürbüz Ocak***Afyon Kocatepe University, Faculty of Education, AFYONKARAHİSAR/TURKEY***Ramazan Bulut***Afyon Kocatepe University, Faculty of Education, AFYONKARAHİSAR/TURKEY***Abstract**

In academic life, students' attitudes towards the duties may cause them to fulfil these duties or delay them. There are various factors which cause students to delay these academic duties. It is aimed to develop a scale which includes these factors which effect the academic delay behaviour by taking into consideration the related studies in order to find out these factors. In this research, general survey model has been used. The study population of this research includes 381 candidate teachers. It has been determined that the scale which was developed has four factors as a result of analyses. The scale, which has 38 items, is composed of first factor with 19 items, second factor with 10 items, third factor with 5 items and fourth factor with 4 items. Item-total correlation for the I. Factor is between 803 - .526;, for the II. Factor is between .677-.492, for the III. Factor is between. 678- .502 and for the IV. Factor is between. 481-.378. The total Alpha coefficient value of the scale is $\alpha=0.947$ and for the subfactors, this value changes between $\alpha=.951$ and ,640.

Keywords: Behaviour Towards Academic Delay, Candidate Teachers; Scale Development

**ASSESSING THE ACHIEVEMENT LEVEL OF KOSGEB BENEFICIARIES:
DO THEY SUCCEED IN FULFILLING THE AIMS OF KOSGEB ENTREPRENEURSHIP
SUPPORT PROGRAMS?****Ali Şükrü Çetinkaya**

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Mustafa Atsan

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Abstract

How well entrepreneurs (who were former beneficiaries) have succeeded in their goals by receiving KOSGEB incentives? We reached 141 entrepreneurs to find out the answer of this basic question. As a result of data analysis, the amount of credit received by the entrepreneurs has a statistically significant relationship with the level of their goal attainment ($\chi^2(20) = 38.624, p = 0.007$). In addition, entrepreneurs who have benefited from KOSGEB credit supports, preferred mostly to take advantage of the “machinery, equipment and office hardware support” component of the entrepreneur support programme. In this study, it has also been identified that the amount and type of support are the most determining factors for entrepreneurs in achieving their goals.

Keywords: Entrepreneurship; SME; Entrepreneur Support Programmes; KOSGEB

**THE EVALUATION OF HIGHER EDUCATION FINANCING IN THE CON-
TEXT OF SELECTED COUNTRIES****Alper Göksu***Sakarya University, Engineering Faculty, Industrial Engineering Department, SAKARYA/TURKEY***Gonca Güngör Göksu***Sakarya University, Social Science Institution, Public Finance Department, SAKARYA/TURKEY***Abstract**

For a country, reaching to developed civilizations level, development of its economy and socio-cultural structure, increasing quality of individual capital and services offered for citizens is directly proportional with the importance given to education. As the quality and sufficiency of the education service given in a country increases, the development of the country becomes faster in the same extent. In this study where the financing structure of high education which is the last steps of the education service, initially the theory was emphasized and then comparison of resources allocated to financing of the higher education were included among countries. In the last section, the reasons of existing differences among countries in the financing of higher education were focused. In this context, the aim of the study is to determine the relative rates in GDP and government budget of the resources allocated to the financing of higher in the various countries which are the members of OECD (the Organisation for Economic Co-operation and Development) and to examine the existing differences among countries.

Keywords: Higher Education, Financing of Higher Education, Higher Education Expenditures



INVESTIGATION OF THE EFFICIENCY OF WE ARE LEARNING ABOUT THE SOIL WITH TIPTOP AND HIS FRIENDS 6¹ ENTITLED SOIL EDU- CATION PROJECT

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Abstract

We Are Learning About the Soil with Tipitop and His Friends Project, has been supported for six times within TÜBİTAK (Scientific and Technological Research Council of Turkey) 4004 Science and Society Project Group as of 2009. The project aims to introduce the soil and concepts related to soil to children. In line with this purpose, the project aims to ensure that young children get to know their environments and increase their sensitivity by including the subjects such as the properties of the soil, creatures living on/underneath the soil, plants, fruits and vegetables that grow in the soil, the importance of soil, what is erosion, its causes and results within the project. The project is a 9-day work that consists of various activities organised on the specified subjects (properties of the soil, creatures living on/ underneath the soil, the importance of soil, protection of soil, what is erosion, its causes and results). The target group of the projects consisted of 5-6 year old children from families with lower socio-economical levels, who attend kindergartens of primary schools affiliated to Denizli Provincial Directorate for National Education in the city centre of Denizli, their families and preschool teachers. Year 2015 results of the soil education project titled We Are Learning About the Soil with Tipitop and His Friends 6 revealed the increase in the knowledge of 5-6 year old children regarding the soil.

Keywords: Soil Education Project, Preschool Children, Environmental Education

¹ This project (115B054) was supported within TÜBİTAK 4004 Nature and Science Schools project group in 2015.





THE “BOLOGNA PROCESS” AT THE PORTUGUESE LAW SCHOOLS: THE SAME OLD STORY*

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Abstract

In Portugal (and in other countries), Law Schools tend to be quite conservative and this is reflected on the “teaching-learning” process. In fact, although living this “late modernity” (Z. BAUMAN) in which globalization and practical experience are appraised, one can honestly say that Portuguese Law Schools generally continue to follow the last major high education reform dating back from 1973 (and, to a certain extent, such as the “scholastic” method of lecturing, even from the 18th century). Therefore, it was expected that the “Declaration of Bologna” (1999) and the aftermath “European Higher Education Area” (2010) would not only have been an enthusiastic opportunity to update methods and techniques of teaching/learning, but also to build stronger links between Academia and community. In fact, since 2004, due to an informal “agreement” between Public Law Schools, shortening the BA degree from five to four years has practically been the major change. Interactive classes, implementing enhanced practical ways of teaching and bringing judges, prosecutors and lawyers within the walls of the “fortresses” have been scarce and mainly designed as marketing operations. Quantitative and qualitative methods of investigation in social sciences will be used in assessing these assumptions, specifically comparing curricula and interviewing deans of the most important Law Faculties in Portugal, using a directed questionnaire. Opinions from students and “law operators” are also going to be provided by constructing different surveys. The results will possibly enable us to recommend legal and informal changes in the process of teaching and learning Law in Portuguese Universities.

Keywords: Bologna Process, Portuguese Law Schools, Higher Education

* This paper was not presented by author





PECULIARITIES OF ECONOMIC EDUCATION AND BUSINESS STUDIES IN THE CONTEXT OF EDUCATIONAL REFORMS (GEORGIAN CASE)

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Abstract

The paper discusses the peculiarities of Economic education and business studies in European Union neighboring transitional countries. Paper emphasizes the impact of Bologna process economic educational programs and teaching methodologies in European Union and neighboring countries. Conclusions are based on analysis and experience of several research projects completed by author jointly with other scholars from Georgia, European Union and United States of America. Recent survey of students as a stakeholders was conducted in December, 2014 in collaboration with research team from Quality Assurance Office at Tbilisi State University (Georgia). Another survey was conducted in 2008-2009 within the framework of the Tuning Project (Mutual Agreement of Educational Structures in Europe). One of the research was carried out in 2010-2012 at George Washington University (Washington D.C. USA) within the framework of Interactivity Foundation (IF) special project. Valuable conclusions are drawn about the impact of Bologna Process on Quality Assurance of higher education in Europe and neighboring transitional countries: Bologna Process leads to a European construction project through harmonization of educational programs; introduction and leading of change by universities and educational policy makers is need; redesigning the curricula according job market is essential; emphasis is made on learning outcomes of education programs; there is a need in increase of competitiveness of European educational programs.

Keywords: Economic Education, Business Studies, Quality Assurance, Administration of Higher Education





A HIDDEN ECO-FRIENDLY AGRICULTURE: SNAIL HARVESTING IN TURKEY AND EXTENSION NEEDS OF GATHERER FAMILIES

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Abstract

Turkey exports about 2,000 tons of terrestrial snails (*Helix lacorum*) annually, majority of which comes from harvesting of wild snails. Snail exports, mainly to European Union countries (France, Greece, Bulgaria and Czech Republic) and to some extent to the United States, is an important export revenue for the state. Although it is sometimes categorized as a pest and not part of Anatolian cuisine, land snail is an important source of protein for different cuisines of the world. Since it adapts to different climatic conditions easily, snails have a wider geographical distribution in Turkey. Snails from the wild are harvested by particularly gypsy women, who live as part of seasonally migrant labor communities. Snails are sold to processing facilities via middlemen during the harvest seasons of March-May, and September-November. Ministry of Agriculture also enforces a ban on terrestrial snail hunting during two months (June-July) of breeding. Gypsy families who have been involved in snail harvesting for a long time have limited sources of income, are vulnerable to food insecurity and need agricultural extension, but land snail harvesting or the needs of harvester communities have not been acknowledged by the public or private extension services. In recent years, snail harvests and thus exports have declined due to several reasons, including climate change since it has affected breeding and harvesting periods. However, limiting measures in the form of banning periods or establishing snail farms (heliciculture) are not adequate to effectively conserve land snails, an important source of livelihood for a disadvantaged group in Turkey's rural areas. Based on data collected in 2015 in Bolu and Zonguldak, another threat against snails is the increased use of agrochemicals. For instance, 10 tons of snails in Seben, Bolu have disappeared compared to previous years. Thus, it is important to recognize the significance of snail harvesting as an eco-friendly rural livelihood activity and to engage in conservation of snails and rural livelihoods through multifunctional agriculture, such as reducing agrochemical use, and agricultural extension.

Keywords: Snail Harvesting; Turkey; Rural Livelihood; Extension; Gypsy Communities





THE EFFECTS OF DEMOGRAPHICAL FACTORS AND BRAND CONNOTATIONS ON SATISFACTION: UNIVERSITY SAMPLE

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Abstract

Developing universities are the universities which are in need of an effective branding process. In the branding process, it is fundamental for the university to constitute satisfaction factor in the eyes of the internal customers of the university such as students, and the academic and managerial staffs. Satisfaction provides a positive word of mouth for the university, thus the institution improves its brand awareness in both national and international senses. The positive word of mouth strengthens the attractiveness of the university in the eyes of both existing and potential customers, and it also helps the university to become a strong brand in the branding process. This research was conducted with the existing students of a developing university thought to be the most effective internal customers of the university in the process of word of mouth. In the research, it was aimed to reveal the effects of demographical factors and brand connotations on university satisfaction of the students. The population of the research comprises of 1922 students including freshmen and seniors studying at the Faculty of Economics and Administration Sciences of the subject university, in the spring period of 2014-2015. In the research 389 participants were reached by using quota sampling method, and questionnaire technique was performed as a data collection tool. To find out the factors affecting satisfaction, Multiple Linear Regression Analysis was performed. As a result of the research, the brand connotations including academicians' characteristics, physical features of the university, intangible factors such as the perceived benefits and trust supplied by the university to the students were found to be the effective variables on university satisfaction of the students.

Keywords: Brand Connotations, Satisfaction, Word of Mouth





VIOLENCE AND MELANCHOLIA: THE STORY OF MELANCHOLIC “BUTTERFLY” GENERATION

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Abstract

In his work entitled “Mercury fur”, Philip Ridley imagines a post-apocalyptic capitalist society plagued by the butterflies, multi-colored drugs, which induce memory loss and social collapse, particularly in younger generation. In addition to the drug dealing, violence and child abuse become another source of income in this capitalist world that suffers from loss of communication and empathy. This is one of the reasons that lead characters to develop melancholic subjectivity and strengthen their tendency to resort violence. Characters suffer from permanent melancholia state due to ongoing modern civil wars that turn the world into a “Waste Land” as in T.S Eliot’s poem. Just as Samuel Beckett’s characters, Vladimir and Estragon in “Waiting for Godot”, the brothers of “Mercury Fur”, Eliot and Darren think hope and belief are replaced with disbelief and despair. In Ridley’s play, it is not an existential crisis that is focused on though, it is the post-war crisis causing moral bankruptcy and lack of commitment to life because threat is everywhere and capitalism demerits humane values. The Gang culture resurfaces again and dominates the young brains and incites them to do violent actions.

This text has been examined from the perspective of Freudian theory of “Melancholia and Mourning” in order to shed light on the reasons why these characters suffer from melancholia, depressive psychoses and perversions. Though at first glance, it seems difficult to overcome the trauma of war and prevent consequences of war, such as; melancholia, moral decay and familial institution’s disintegration, Ridley considers the best cure to work through the problems is story-telling. To exchange personal stories plays a big role in re-constructing collective cultural memory, stimulating bitter-sweet memories, keeping family ties close, and learning to trust on another even in the time of war.

Keywords: Philip Ridley; Mercury Fur; Violence and Melancholia; Story-telling.



**BETWEEN THE MOUNTAINS AND THE STATE: BUILDING A SAFE PLACE
FOR DIVERSITY AND MORAL AND INTELLECTUAL DEVELOPMENT****Charles Allen Scarboro****Sevde Uylaş****Gulnara Nadamova****Behruz Davletov****Müleyke Barutçu***Fatih University, İSTANBUL/TURKEY***Abstract**

This project describes and analyzes strategies and tactics employed by the staff of a private school in a majority-Kurdish city in Southeastern Turkey. Extensive interviews explored the goals and motivations that brought teachers, administrators and support staff to a school affiliated with a large socio-religious movement centered in Turkey.

Major themes which surfaced in the interviews include: 1) to serve as a third option for the students and their families in the region, providing an alternative to the two major ideologies [Turkish statism or Kurdish separatism] that dominate the region; 2) to model a universalist vision of Islam that transcends local and state versions that identify Islam with localized, exclusivist models; 3) to create a safe place for the moral and intellectual development of students and staff; 4) to serve a community in need; and 5) to create a community that accepts but does not reify difference.

Our findings cast light on the tensions among current competing sources of identity and empowerment in today's Turkey and in other regions and they highlight efforts to create communities of inclusion rather than exclusion.

Keywords: Mountains and the State, Building A Safe Place, Diversity, Moral, Intellectual Development





THE CHILDREN PARTICIPATED WITH SOCIAL ADJUSTMENT DISORDERS FUSED EXTRACURRICULAR MOVEMENT EDUCATION AND GAME ACTIVITIES MONITORING OF CHILDREN'S SOCIAL ADAPTATION PROCESS NEXT TWO YEARS

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Hüseyin Çamlıyer

Celal Bayar University, MANİSA/TURKEY

Abstract

In this study; aimed to examine the effects two years after the implementation of social adaptation of children movement education applied fused extracurricular activities and games program. Who attend primary school of the 7-8 age range of children's social adjustment disorder showing.

The research group was created with child 25 social cohesion and behavioral disorders, determined by the school counselor. As determined by the school guidance counselor 25 children from, was formed by the researchers a simple random randomly selected, 14 social cohesion and behavioral problems of children in the experimental group, 11 social cohesion and behavior problems of children in the control group. Measurement as a means Social Adaptive and Behavior Scale is used who developed by the Adaptive Behavior Scale for Elementary School Children Epirus (1974) . Social adaptation process were compared 9-10 years of age in the 7-8 age range of with social adaptation in children. In analyzing the data, Mann-Whitney-U test and Wilcoxon Signed Ranks Test was used.

As the results; The children in the experimental group tracking test scores of the children in the control group applied to the high rise in tracking test scores and game fused extracurricular activities, movement education has been shown to maintain the effects of the program after two years. In addition to, with social adjustment disorder in participating in the experimental group children's adaptive process monitoring scores of the children in the control group according to the adaptive process monitoring points statistically significant (* p < 0.05) and (* p < 0.01) was significant at the significance level respectively.

Keywords: Primary School, Social Cohesion, Movement Education, Games



**AHI COMMUNITY AS A SOLUTION FOR SOCIAL POLICY PROBLEMS****Büşra Yüksel***Bülent Ecevit University, ZONGULDAK/TURKEY***Abstract**

Ahi community is an organization engaged in commercial, economical, social, cultural and political issues to provide integrity of the society's peace and welfare by basing on social aid and solidarity. Besides, Ahi community is a Turkish organization comprising of merchants and craftsmen working for both secular life and afterlife and evaluate secular life just as a step for afterlife by favourably integrating the eigenvalues of Turkish society with the Islamic belief. Ahi community propagated the codes of conduct in the period of Ottomans and Seljukians by undertaking the duties of the institutions performed in present day in Turkey such as the cooperative system, trade union, insurance, bank and vocational education board. Today in Turkey, it seems that Ahi community has become a successful and integrative organization in economical, social, political and religious terms since the term that the mentioned organization performed. Today's work environment has turned to be a place seeming that the work ethics is considered to be a historical concept, the works are not convenient for the educational background of people, and the consumers are continuously promoted for purchasing and turned to be a "Consumption Society", and there is no respect shown to labor. Besides, there has been a cultural degeneration condition occurred where the basic values have weakened despite communication and technology have grown up, where the global instability process exists in international sense by considering that the strong is always right, where the unemployment has reached to the peak point and in that vein, social exclusion has increased, where people have become isolated, and where the importance of social integrity has been forgotten. The possibility whether the system of Ahi community can be a solution to the mentioned conditions is the starting point of the research. In that vein, the aim of the research is examining whether the system of Ahi community can be a solution to today's social politics problems. As a result of literature review, it was determined that the system of Ahi community could be a solution to the social politics problems in case the system's principles were implemented to today's conditions.

Keywords: Ahi Community; Social Policy; Vocational Education

**THE EFFECT OF BEHAVIOR PROBLEMS IN REDUCING TEAM OF
SPORT SOCCER WITH BEHAVIOR IN BOYS IN ORPHANEGES****Hulusi Alp***Süleyman Demirel University, ISPARTA/TURKEY***Osman Kürşad Ergül***Celal Bayar University, MANİSA/TURKEY***Abstract**

In this study, "Men With Behavior Problems remaining in Orphanages in Reducing Children's Behavior Problems of Team Sports Football 's Effect" is aimed to investigate.

Football 's children also express their feelings was to determine the effect on. Designated for the purpose, in the range of 7-11 years, Aydın Provincial Directorate of Social Services and Child Protection Agency in the dormitory of the 15 remaining children 's experiment, 14 percent controlled study was conducted with a total of 29 children. Finally, to make an evaluation study enrolled all the responsible parents of children staying abroad for the first test and post-test were applied, including social adjustment scale. The results of this test were performed with the SPSS program. To the comparison of the mean difference between groups Mann-Whitney U test to Nan- Par, to the comparison of intra-group mean difference in the Wilcoxon Nan Par test were examined.

As a result, in orphanages, behavior problems of children with a team sport, football to participate in behavior problems in the reduction ($p<0.05$) significance level and ($p<0.01$) significance level was significant was found.

Keywords: Social Cohesion, Sports, Football, Behavior Problem





THE PLACE AND IMPORTANCE OF PHYSIOLOGY OF VOICE IN THE TEACHER EDUCATION

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Abstract

The improving technology within the recent years, as well as the recently found and improved devices made understanding the enigmatic human voice and its properties easier, and rendered voice disorders more easily treated (Helvacı:2003). Alongside to effective experimental practices, voice training includes the theoretical basics of behaviors towards vocal health of a specific individual, its preservation and proper usage, aka a process to be learnt via certain goals. An expertise area called “Phoniatri” has been found that regards itself with the problems of individuals that use their voices professionally like singers, politicians, lawyers, teachers, actors and actresses alike. Phoniatri is defined as a team job that necessities the unity among experts. This team is made up of an Otorhinolaryngology expert, a speech and voice therapist and a voice coach concerning the issues in larynx, voice, nose and hearing. Recently it has been made easier to figure out how come the voice of a singer, teacher and/or a theater player roughens and goes hoarse. A tumor that may arise in a smoker or a nodule in a singer are better diagnosed and treated. This is thanks to the researches conducted to better understand how the human voice came to be, multiplying the importance of voice training. Thereby individuals in different occupational groups started taking voice training lessons to make better use of their voices.

So that the voice of an individual is used in the correct way; this context requires the individuals in speech-related occupations to obtain the necessary physiological info and, thereafter, take up a course to use this info professionally. The most vital of the aforementioned “Team Job” is the individual him/herself, as it all boils down to the willingness of the individual; otherwise the success rate is extremely low. Therefore precautions need to be taken, so as not to encounter any vocal issues. This is, however, related to the education level of the individual. There are vocal training lessons in facilities that produce music teachers and in faculties of education. But there are no theoretical lessons on physiology, not to mention the complete absence of voice use in other faculties. This suggested physiological theoretical lesson is not only required to be mandatory in music education faculties, but also will bring benefits to teacher candidates in other branches for a better occupation.

Keywords: Teacher Education-Voice Physiology-Voice Training



**ANALYSIS OF ENERGY EFFICIENCY IN MAGAZINE ADVERTISEMENTS****Sema Be cerikli***Ankara University, Communication Faculty ANKARA/TURKEY***Abdülrezzak Altun***Ankara University Communication Faculty ANKARA/TURKEY***Şule Yüksel Özmen***Karadeniz Teknik University Communication Faculty, TRABZON/TURKEY***Abstract**

News and advertising, especially when taken in terms of communication are considered as giving information and persuasion tool. Attitude in the required direction on the target audience and their behavior is the creation of media texts. Ads in the ideological indicators like news (Williamson, 2011) are the text that should be dominant and critically analyze aspects in this regard. In this paper it will be analyzed how energy efficiency in the processing of advertisements published in the white goods sector in the magazine. Magazine ads, which will be implemented on content analysis and semiotics, as well as myth in ads and ads will provide the overall orientation of the detection points that are collected and our theme will reveal the meaning and connotations. Sample, the largest share of the media sector in Turkey is selected from the three major media groups. Studying will be carried out Elle (Doğan Media Group), Sofra (Turkuaz Media Group) and Vogue (Doğuş Media Group). Among the categories used in the study; distribution of products/services in magazine ads, the use of advertising creativity and creative strategies of message strategies used in magazine ads, elements of the text, attractiveness elements in magazine ads, all of the findings of these sub-question is located relation with advertisement information content. This study is supported by TUBITAK No. 114K092 "Media & Energy: Energy Efficiency Analysis of texts in the media " titled Project.

Keywords: Energy; Efficiency; Media; Advertising



ON THE SUSTAINABILITY OF ALGIERS' BAY: THE IMPACT OF DJEMAA EL DJAZAIR

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Abstract

Urban sustainability is not a mere addition of environmentally designed projects. Nor is it an urban development based mainly on ideological and political concerns. Today, more than any other times, the quest for sustainability should be an “authentic” response to places and contexts characterized by the complexities of contemporary societies and the preservation of non-renewable resources. Indeed, it is now quite obvious that the adaptation of universal urban development's models is not a solution and that running for certifications and labels should not lead to the neglect of cultural values and local identity.

In 2012, Algiers celebrated half a century of independence and many new projects were developed to mark this event and give to the city the image and aura it deserves. Hence many international design competitions were launched and the city is undergoing a large and ambitious ‘transformation’ project.

The proposed paper will start with a short presentation of some new projects under construction in Algiers to reinforce the city's new image. These projects are supposed to become the new landmarks of Algiers Bay, and convey as such, the new identity of Algiers. It will then study in details an emblematic project: Djamaa El Djezair, the third greatest mosque in the world. Through this case study, we will address the complexity of achieving sustainability when ideology and politics become the main design criteria.

Keywords: Algiers' Bay, Image, Coastal Development, Ideology, Sustainability, Politics, Vulnerability



**THE ADAPTIVE PROPERTIES OF THE STRATEGIC ASSURANCE SYSTEM
OF THE NATIONAL ECONOMY SUSTAINABILITY TO THE ECONOMIC
SECURITY THREATS****Badri Gechbaia***Batumi Shota Rustaveli Shate University, BATUMI/GEORGIA***Abstract**

Adaptive management as a fundamental element of the concept of the assurance of economy's sustainability to the economic security of the system-synergetic type has been considered. It has been proved that the adaptive sustainable development is a transitional phase from the extensive one and later on from the rapid growth to the sustainable development. It has been determined that the adaptive system of the strategic assurance of the sustainability of the economy to the economic security threats is formed on the principles of the domination in its complex of the subsystems with weightier adaptive characteristics that negate the destructive influence of external and internal environmental factors on the sustainability of the national economy.

Keywords: Adaptive Properties, The Strategic Assurance System, National Economy Sustainability, Economic Security Threats





DETECTION OF SIMILARITY RATE OF COMPILER INDEPENDENT TEXT BASED COMPUTER PROGRAMMING ASSIGNMENT AND HO- MEWORK GRADING

Muhammer İlkuçar

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Abstract

Digital contents have increased in related to the developments in information technology, so that anyone can easily reach knowledge, document, lecture notes, assignments, books, magazines and so on. Electronic data is easily accessible, effortless and very useful for research but it can refer to unwanted situations such as laziness, copy and paste easiness, plagiarism. Any information can spread instantly all over the world through internet, e-mail, smart phone, social media, flash disk. This situation prevent students exploring their ability, researching and improving their self-development. On the other hand, it is difficult for lecturer to identify to what extent student influenced each other on their homework. In this study homework will be followed electronically and will be detected similarity automatically. Thus, the homework will be examined more healthy and easy way by the teachers. Students will be prevented doing copy-and-paste, plagiarism to some extent. ASP.NET with C # as programming language and MSSQL Express as database are used in this study.

Keywords: Web Based Homework Grading, N-gram, Plagiarism, Similarity Detection.





MULTICULTURAL APPROACHES AND INITIATIVES IN THE PEDAGOGICAL PRAXIS

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Abstract

The presentation gives an analyses of educational practices with reference to the three-dimensional model of multicultural attitudes (3DMA) which was constructed and tested with 350 Hungarian teachers. This model offers a framework of analysis for multicultural initiatives and practices present in the pedagogical praxis of Hungarian K-12 educational institutions.

Based on large scale research and development projects of three consortiums of educational institutions, I set up a pool of educational initiatives and practices targeting social diversity. The main focus areas of these multicultural initiatives are (1) ways to re-design the teaching and learning process to the needs of the diverse student and parent body, (2) reaching out to the parents and the local community with social- and cultural group based information, (3) offering training courses to in-practice teachers enabling them to re-design the curriculum and reflect on the hidden curriculum of their classes and the institution as an organic structure, (4) re-designing the organizational structure and processes enabling institutions to create a flexible administrative environment for socially and culturally diverse students, parents and colleagues.

A typology of such diversity focused initiatives was set up with the help of the 3DMA model, reflecting their actual target group, their reference to Bloom's taxonomy of learning domains and (1956) and their affiliation to the various multicultural approaches, such as the *compensation discourse*, the *pluralist-static discourse* and the *dynamic-static discourse*.

Keywords: Multicultural Attitudes, Hungarian Teachers, Multicultural Initiatives, Hungarian K-12 Educational Institutions



THE ROLE OF TURKISH PRESS ON THE 1934 THRACE JEWISH IMMIGRATION

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Abstract

During the events known as the *1934 Thrace Pogroms*, which started on June 21, 1934 and came to an end on July 4, Jewish houses and shops were looted and consequently thousands of Jewish people were left no choice but to immigrate to Turkey leaving their homes behind. The violence and vandalism acts, during which there was no incident resulting in death except for that of a gendarme who was trying to intervene in the events, started with the boycott of the goods of Jewish tradesman and spread to other Thrace cities in a short time. After the events died down, although the majority of the Jewish people who had immigrated to Istanbul returned to Thrace, the very fear of going through the same attacks result in the Jews' immigrating initially abroad after a while and to Israel after the state was founded. It is claimed that the outbreak of these events against the Jews in Thrace, the majority of which was composed of the Jews who took refuge in Ottoman lands fleeing from the genocide in Spain, resulted from the misunderstanding the June 14, 1934 dated and 2510 numbered *Relocation and Resettlement Law* (also known as the *Tehcir Law*) enacted so as to create nation-state awareness. Besides, the anti-Semitic articles published in Turkish press, especially those written by Cevat Rifat Atilhan and Nihal Atsız in *Millî İnkılâp* (National Revolution) magazine are asserted to have had influence on the outbreak.

Despite the fact that there are many available studies on the immigration of the Jews in Thrace and its consequences, there is not one conducted on the subject concerning the attitude and influence of the Turkish press. Thus, the purpose of this study is to determine whether the Turkish press played a role in the Thrace Pogroms by analysing the articles published since June 1934 in *Millî İnkılâp*, which is propounded to have played a part in the start of the Thrace Pogroms, as well as the articles in other newspapers and magazines of the period. In addition, in order to designate the role of the press, the reactions shown during and after the events will be tried to introduce.

Keywords: Thrace Pogroms, Millî İnkılâp Magazine, Cevat Rifat Atilhani, Turkish Press.

**EXAMANING FREQUENCY OF SECONDARY SCHOOL STUDENTS' USE
OF INTERNET AND SOCIAL NETWORKS****Mustafa Yağcı***Ahi Evran University, KIRŞEHİR/TURKEY***Murat Işık***Sakarya University, SAKARYA/TURKEY***Abstract**

Nowadays, interest on social network sites (SNS) is still growing. SNS are used for different purposes and they affect people's life in different ways. SNS has led to remodelling many areas like communication, family interaction, business profile and learning process & method. Today, millions of people communicate on social networks and they interact with each other in various ways. In this study, frequency of secondary school students' use of internet and social networks and the relationship between this frequency and some variables (gender, grade etc.) were examined. According to the results, there are statistical differences between usages of Internet & Social Networking and gender & age although there is no significant difference between usages of Social Networking and student class.

Keywords: Internet, Social Networks, Family Communication.



**IMPACT OF WORKERS' REMITTANCES ON POVERTY IN PAKISTAN: A
TIME SERIES ANALYSIS BY ARDL****Syed Aziz Rasool***National University of Modern Languages, PAKISTAN***Ayesha Zaman***National University of Modern Languages, PAKISTAN***Abstract**

Poverty is one of the most important problems for any developing nation. Workers' remittances and investment plays a crucial role in development of any country by reducing the poverty level in Pakistan. This research studies the relationship between workers' remittances and poverty alleviation. It also focused the significant effect on poverty reduction. This study uses time series data for the period of 1972-2013. Autoregressive Distributed Lag (ARDL) Model and Error Correction (ECM) Model has been used in order to find out the long run and short run relationship between the worker's remittances and poverty level respectively. Thus, inflow of remittances showed the significant and negative impact on poverty level. Moreover, coefficient of error correction model explains the adjustment towards convergence and it has highly significant and negative value. According to this research, Policy makers should strongly focus on positive and effective policies to attract more remittances.

Keywords: ECM, ARDL, AIC, SC

THE LEARNING STYLES OF THE STUDENTS AT NURSING DEPARTMENT IN FACULTY OF HEALTH SCIENCES**Hayriye Ünlü***Başkent University, Ankara/TURKEY***Saniye Taşkın***Başkent University, Ankara/TURKEY***Nalan Özhan Elbas***Başkent University, Ankara/TURKEY***Abstract**

In learning environment arranged for individual features of the students, learning is easy, effective and permanent. Learning styles are important in vocational education as much as primary education. Nurses have important role about the processes of protection, development and improvement of the public health. Determining students' learning styles can be improved to the quality of education, to increase professional success and students can be satisfied with the education they receive. In this study, it is aimed to determine the student's learning style is an important factor in increasing the effectiveness of the training.

Method: The research is done by the students of the Nursing Department in Faculty of Health Sciences in Başkent University. The Survey includes all of the students.(N:159).The research is completed by 148 students accepting to attend. To carry out the research, it is gotten permission from the Başkent University Social and Humanities Research Institution. The data of the research is collected on 1 April 2015- 30 April 2015. To collect the data, BIG16 Learning Styles Inventory was used to decide the learning styles of the students.

Finding: Average of age of the students is $\bar{X} = 22,01$. Most of the students are girls. (%93,2) . %43,9 of the students are graduated from Anatolian High School. It is stated that %58,8 of the students choose the Nursing Programme in their 1-5 choice in Transition to Higher Education Examination (YGS Exam). Most of the students (%30,4) say that they choose this programme because of the guarantee of Finding a job. It is stated that dominant learning styles of the students is visual.(M=16,87, Min=26, Max=32).Second styles of them is auditory. (M=12.91. Min=20, Max=32) and Third style of them is physical (M=12,27, Min=13,Max=32).There is a positive diversity between the students visual, auditory and physical learning points and their programme choice.

Result and Suggestion: According to this study, it is planned that educators and students should be informed of learning styles, education curriculum programmes are examined. It is suggested that educators should arrange the education environment, choose and use consciously the approaches, learning strategies, methods and techniques and equipments by taking into consideration of learning styles of the students.

Keywords: Nursing Education, Learning Styles, Job Choice.

**MEDIATION AS AN ALTERNATIVE REMEDY IN TURKISH LEGAL SYSTEM****Ferhat Yıldırım***İstanbul Kemerburgaz University, İSTANBUL/TURKEY***Abstract**

Socialization and communication between humans also bring about certain problems. Situations such as conflicts of opinion and misunderstandings eventually result in disputes and conflicts in general. This naturally leads to cases damaging relations between parties and causing negative outcomes. Even though what comes to mind at the first mention of a conflict in this framework is judicial remedy (by means of court action), certain alternative remedies other than this remedy exist at the present time.

While many factors are effective in the genesis of alternative remedies, the most significant main factor is the workload of the matter on the jurisdiction and the adverse effects caused by such workload. Naturally, this adversity rendered it necessary to search for alternative remedies besides the judicial remedy. Indeed, Alternative Dispute Resolution (ADR), which first originated in the United States of America (USA) and then spread all around the world, is a product of this search.

In the legal system, prevention of current bottlenecks, significant increase in the value of time, ensuring social peace and relaying it on to parties, raising awareness, ensuring the acquiring of the ability to create empathy, and works of harmonization with the laws of the EU, which is one of the most significant factors, have made it essential to include mediation within the scope of our legal system. Due to the reasons we have mentioned, studies on mediation, which is one of the methods of Alternative Dispute Resolution, have been initiated, and systems in comparative law have been examined, various reports and drafts were prepared and eventually the Law on Mediation in Legal Disputes was accepted on 6/7/2012 and took effect with the number 6325.

In this work, firstly the inception and development of the mediation process was briefly reviewed, followed by an examination of the legal studies in Turkey and what has been brought about by the Law on Mediation in Legal Disputes. While examining the stipulations of the law, Austria Federal Law on Mediation in Legal Disputes (ZivMediatG) was also addressed with a focus on its similar and different aspects compared to the Turkish Legal system. In conclusion, by taking into consideration the comparative legal practices, too, suggestions were offered for the system to spread and to obtain efficient outcomes.

Keywords: Alternative Dispute Resolution, Mediator, Law on Mediation in Legal Disputes, conflict, ADR, ZivMediatG



**ROLE OF IMMIGRATION IN THE FORMATION OF GEORGIAN POPULATION****Merab Khmaladze***Iv. Javakhishvili State Un/GEORGIA***Nana Akhalaia***Gori State Teaching University/GEORGIA***Abstract**

Immigration played a great role in formation of population of Georgia. We are able to establish tendencies of this process from the beginning of XIX century. By that period, the country had been ruined and bled professedly by permanent invasions for centuries. Most of territories were unpopulated or under-populated that made suitable conditions for settlers from other countries. By 1800, P. Gugushvili estimated Georgian population with 675.0 thousand inhabitants. In discussed period – 1800-2015, in formation of population of Georgia immigration was acting as in direction of increasing and reducing the population. In particular: in 1800-1897 rise in migration of Georgia is positive and it was 544,0 thousand people; in 1897-1939 rise in migration of Georgia is positive and it was 314,2 thousand people; in 1939-1950 rise in migration was zero; in 1950-1990 migration reduction was 391,1 thousand; in 1990-2015- reduction was 1839,3 thousand people.

Totally, migration balance of population of Georgia in 1800-2015 shows reduction of population, 1378,2 thousand people that comes to historical period after 1950-ies.

Keywords: Immigration, Georgian Population



PERSPECTIVE OF CONSTRUCTION INDUSTRY TO SAFETY APPLICATION: THE EFFECTS OF SAFETY PRACTICES COST TO THE CONSTRUCTION SECTOR

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Abstract

In today's competitive environment, companies are maintaining a minimum level of costs in the manufacturing sector is an important condition for survival. Recently, at work, occupational health and safety has gained importance by making it even more imperative by law. The cost of the measures taken in this regard is to achieve a significant level of the total cost. In particular, the case of manufacturing activities related to the construction industry, work done and knowledge of those working in the sector and in terms of education levels is of much more importance.

Applications related to occupational health and safety is seen as a reason for increasing costs, in cases where measures are not taken sufficiently or not taken into account unexpected events and accidents at work can occur on the employer in the material sense leads to higher costs. Death and permanent disability resulting from occupational accidents are creating a major social problem in terms of construction enterprises means financial losses and brand value. Work accidents cost the company hundreds of thousands of pounds if it would be considered, occupational health and preventive work to be done for safety, can actually reduce costs, increase productivity and attendance can be considered.

In this study, spent a occupational health and safety in comparison with the costs that cause the costs will be made unless expendable. Occupational health of employees in the construction industry to reduce costs and take safety precautions case will be investigated. In addition, workers in the construction industry, is intended to occupational health and safety measures at the state and fulfilling the employers choose to investigate the situation that the demand for these measures.

Keywords: Occupational Health and Safety, Costs, Construction Sector, Precautions

**BEING HIGHLY SKILLED RUSSIAN MIGRANT IN TURKEY****Ayla Deniz***Ankara University, Faculty of Language and History-Geography, ANKARA/TURKEY***Abstract**

In the last 25 years, thousands of Russians, mostly women, have migrated from Russia to Turkey, for various purposes. Such purposes are mainly employment and marriage. Russians, today, cluster in metropolitan cities such as İstanbul, Ankara and İzmir, as well as in touristic cities such as Antalya and Muğla. Due to the restrictions on foreign employment in Turkey, even if majority of Russians hold at least a bachelor's degree, they are obliged to work in low-qualification jobs and often without social security. As for those Russians who have married a Turk, they resign totally from working life, in order not to face any issue during the years they await gaining citizenship. When compared with other migrants in Turkey, Russians are one of the most educated group; however, they fail to find suitable jobs, which leads to a loss both for the destination country and for the migrant. This study aims at revealing the highly skilled Russian migrants' experiences in a developing country as Turkey, based on interviews made with the migrants and representatives of transnational Russian migrant institutions in İstanbul.

Keywords: Turkey, Russian, Migrant, Highly Skilled



EMOTIONAL PROBLEMS AND DELINQUENCY TENDENCY AMONG WORKSHOP CHILD LABORERS

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Abstract

Child labor in Pakistan considered as a vital factor for an increase in mental, physical, moral and social harm among children. The Human Rights Commission of Pakistan estimated in the 2010s that 15 million children were working in the country, half of those under the age of ten. As of 2012, it is estimated that 96 per cent of working boys were employed in the wholesale and retail industry in urban areas and workshop places in different parts of Pakistan. The present study was designed to measure the emotional problems and delinquency tendency among workshop child laborers. The sample of the study consisted of 400 male children (200 workshop child laborers and 150 normal children, who also went to school) from Rawalpindi and Islamabad cities of Pakistan. Age range of the sample was 10 to 16 years. Human Figure Drawing (HFD) test and Self Reported Delinquency Scale (SRDS) was used to assess the workshop child laborers. For interpretation of Human Figure Drawing (HFD) test Koppitz (1969) scoring system was used. Findings showed that workshop child laborers experience more emotional problems as compared to normal children. Significant differences were found between workshop child laborers and normal children on impulsivity, aggression, and immaturity. Results further suggested that there were significant differences in delinquent tendency among the workshop child laborers as compared to normal children.

Keywords: Workshop Child Laborers, Delinquency, Impulsivity, Immaturity, Aggression, Guilt





A STUDY OF THE RELIABILITY LEVELS OF THE FACULTY OF COMMUNICATION STUDENTS ON NEWSPAPERS

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Alper Çetintaş

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Abstract

“A study of the Reliability Levels of the Faculty of Communication Students On Newspaper” aims to figure out the Faculty of Communication students’ attitudes at the universities in Ankara towards the reliability of the news reported in newspapers.

Exploratory and participants of this descriptive study includes the first and fourth grade students in the Faculty of Communication in Gazi, Ankara and Başkent Universities. Literature review was used as a method and a survey was conducted to evaluate the ideas of the 236 students.

In the spotlight of the data acquired in this survey study, it is revealed that most of the participants do not rely on the news in media. In addition, it was seen that fourth grade students in the study had more negative answers compared to first grade students.

Keywords: Media, News, Newspapers, Faculty of Communication, Reliability Level.





COMPARISON OF THE SOCIAL CAPITAL, LIFE SATISFACTION, ACHIEVEMENT PERCEPTION AND EMOTIONAL INTELLIGENCE LEVEL OF THE VOLUNTEERS AND NON VOLUNTEERS: AKUT CASE

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Abstract

The purpose of this research is to compare the level of AKUT Volunteer' and Non Volunteers' Social Capital, Life Satisfaction, Achievement Perception and Emotional Intelligence. Sampling group consist of 208 AKUT volunteers and 138 non volunteers.

The questionnaire form was consist of demographic variables and Social Capital Scale developed by Onyx and Bullen (2000) and adapted in to Turkish by Ardahan (2012), Achievement Perception Scale developed by Bilgin and Kaynak (2008), Life Satisfaction Scale developed by Diener et al (1985) and adapted in to Turkish by Köker (1991), Emotional Intelligence Scale developed by Schutte et al (2006) and used by Chan (2004, 2006).

In the process of assessing data, the descriptive statistic methods, Independent Samples Test (t) have been used and results have been assessed according to significant level 0.05.

As a result of this study; it was found that there are differences in life style and leisure preferences and statistically meaningful differences between AKUT Volunteer' and Non Volunteers' Social Capital, Life Satisfaction, Achievement Perception and Emotional Intelligence level in favor of AKUT's Volunteer.

Keywords: AKUT, Life Satisfaction, Social Capital, Achievement Perception, Emotional Intelligence, Volunteers, Non Volunteers





CENTRAL ASIA ORIGINATED YUEH-ÇI TRIBE AND SETTLEMENT OF INDIAN KUSHAN EMPIRE

Yalçın Kayalı

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Abstract

Nomad community known as Great Yueh-çi were expelled from their own country by west Chinese tribes and they were forced to emigrate through a difficult route along with Gobi desert. During these emigration facilities, they came across with another nomad community called Sakas and they gained a big victory by defeating Sakas after uphill struggles. However, this victory didn't last long. Another nomad community called Vu-sun defeated them and they were banished from Sakas' lands. Thus, they settled on the valleys situated on the north of Amu-Darya.

Yueh-çi, forced to leave Sakas' lands by Vu-sun, came across again with Sakas on their emigration way. Sakas did their best to protect their lands, however, they couldn't achieve. But the son of Vu-sun Emperor grown up under authority of Hiung-nu attacked Yueh-çi to revenge of this father killed by them. Yueh-çi settled 'n Sakas' landstowards the west and south valleys namelytowards Axus, Amu Darya. Afterwards, Yueh-çi came to Bactria called Ta-hia. Settling down here, they made old Sogdiana their capital as Bokhara.

First or second generation Yueh-çi settling down Bactria area in the South Amu Darya gave up nomad life style and settled down over time. And they they were seperated into five branches independently from each other. One of these five states prvinces is Kuei-Şuanh namely Kushans. According to Fan-ye Kouei-çouang the leader of Kushans came together with other 4 leaders and captured Ngan-si, Kau-fu, Kipain. So it turned into a huge dynasty. However, Smith expresses that Yueh-çi existed as independent administrative management after seperated into 5 brances at the end of emigration lasting long years. Also Yueh-çi branch, situated in the North of Hindukuş and named Kushans tried to manage other Kushans branches by increasing its power under Kacula Kadphises's leadership.

After Kacula Kadphises, Vima Takto and Vima Kadphises throned in order. In the period of Vima Kadphises, the last emperor of Kushan's establishment time, its border reached Varanasi in the east and Parthia in the west and Buhara in the North.

Keywords: Central Asia, Yueh-çi, Kushan, Kacula Kadphises, India.



**DETERMINATION OF THE INTEREST AND PARTICIPATION LEVEL FOR
THE UNIVERSITY OF YOUTH SPORTS RECREATION ACTIVITIES****Osman Kürşat Ergül***Celal Bayar University, MANİSA/TURKEY***Hulusi Alp***Süleyman Demirel University, ISPARTA/TURKEY***Hatice Çamlıyer***Celal Bayar University, MANİSA/TURKEY***Abstract**

Dynamic tempo, monotonous life aiming at branching and insufficient physical activity depending on technology have been one of the biggest problems of people and societies of today. In solving the inactivity problems at issue, it is important for the children and the young to be physically educated in order to make them cope with their problems. In this respect, our aim is to determine the interest and attendance level of university youth in the recreation activities of sports in terms of presenting analytical solutions to problems.

Our research includes 11195 students studying Economics, Business and Engineering at the department of Ege, Celal Bayar and İzmir University of Economics during the semester between the years 2006–2007. The sampling of the study, on the other hand, is composed of 521 students, selected through a simple random sampling among those students, 335 of whom are males and 186 are females.

In this study, the questionnaire form prepared by the researchers has been used. The data obtained were evaluated in the SPSS program. In the statistical analysis, descriptive statistics, crosstabulation and Ki-square analysis were used. The significance level was considered as $p < 0.05$ in the study.

This study results in its ability to experts at the university of Sports organized recreational activities, facility, said that the lack of necessary equipment and sports fields and harmonious functioning. Participated in the study, 521 students from whether sports 228 students in childhood but also physical education classes in the sporting enough information receives and sports they continued to have seen 293 students were do sports in childhood but also physical education classes in which they continue to make sufficient information receives and sports related to sports.

Keywords: Recreation, Leisure Time, Sports, University Youth, Leisure Time Training





WHAT IS THE MAIN LOGIC UNDERLYING COMPARISONS OF PUBLIC ADMINISTRATION? WHAT SHOULD IT BE? AT WHAT LEVEL IS THE APPLICABILITY OF CONTINUOUS COMPARISON AND TAKING LESSONS AS A PHILOSOPHY?

Abdullah Özçelik

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Abstract

Governments give more importance to see the missing parts of the administrative and political structures, take reference while solving their problems, closely know the other countries, and follow them compared to the previous periods. It is seen that short termed one-day policies, which do not the main needs of citizens, and do not include applications model remedy the problems countries experience in the short term at the minimum level, but are not permanent. At the same time, the administrative structures of the countries, which do not follow the developments in the world, and which are indifferent to the changes and transformations experienced in the information and technology, remains in the continuous problems, far away from stability. In the 21st century, the countries experiencing problems from the administrative and political aspects and being obliged to strive with the crises and depressions, for lowering these problems to minimum and eliminating their missing parts, have to examine the administrative and political systems of the developed countries and utilize the methods the other countries follow, while solving the problems they face. But, here, the developed or developing countries, while dealing with the applications of administrations of the other countries, will act at the framework of which logic also gains importance. In other words, before making any comparison and within the comparison process, it is necessary for the countries to raise some questions to themselves.

Why do we need or require the comparisons? What it or are the main logic while making comparison? It is enough these main reasons? What should be the philosophical basis that should be? At which level is the applicability and taking lessons? Such questions gain importance in the comparison process. In this direction our article holds the aim to reply these questions expressed.

Keywords: Comparative Public Administration; Philosophy and Logic of Comparative Public Management; Framework of Comparative Public Management



**THE INDIAN DRAMA: A CURSE THAT CHANGE DESTINY OF ŞAKUNTALA****Esra Güvenç***Ankara University, Faculty of Language and History-Geography, ANKARA/TURKEY***Abstract**

We generally do not know about Kalidasa but his works are well known. He is estimated to have lived about 4th century AD. Three of his works drama type and the other four works are epic type. One of the most famous Şakuntala is speak highly of poet and man of letters about work size and work topic. A noble king fall in love Şakuntala who is daughter holy person. Şakuntala also fall in love king but they hinder union upon she cursed by Durvasas who is another holy person. This curse is different viewpoint. Merely, this curse has restriction with not eternal. For this restriction is out of to use symbol of Şakuntalas ring that gived by king. King would know to Şakuntala thanks to the ring. But she lost the ring and so he didnt known to her for this situation he deny to her. Tale and fable very often treated in they have more strength than god. This curse tale that change almost destiny of work, is worth-view working.

Keywords: Kalidasa, Şakuntala, Curse, Indian Literature, Brahman



**PEACE ACTIVISTS IN NEW MEDIA****Mehmet Arslantepe***Kocaeli University, Faculty of Communication, KOCAELI/TURKEY***Abstract**

In this study, the way peace activists use new media and comments and reactions made for new activists in new media are analyzed. First of all the concept of peace will be explained. Montequieu, Kant, Comte, Hegel will be used in definition of peace culture. It will be stated that peace culture is experienced in different way in societies, and put forward what we understand of concept of peace and how we live peace. In line with peace culture, the concept of peace will be categorized and it will be determined mostly in which category activists are included. The universe of observing activists is composed of new media. Analysis of activists in this field will be done more efficiently due to rapid and versatile structure of new media. As a result, effectiveness, aim and interaction of peace activists in new media within defined peace culture will be determined.

Keywords: Newmedia; Peace; Communication

**STATUS CONSISTENCY AND TRUST IN CENTRAL ASIA****Behruz Davletov***Fatih University, AZERBAIJAN***Abstract**

In this paper the relationship between status inconsistency and trust will be examined in the case of Central Asia. Central Asian societies are experiencing rapid social, economical changes after the collapse of the Soviet Union. And status inconsistency is more often occurs during socio-economic changes. In our study the data from World Values Survey was used. Status inconsistent groups are divided according to combination of education and income statuses of individuals. And four groups were established 'high education-high income', 'high education-low income', 'low education-high income', and 'low education-low income'. Quantitative methods will be used to measure the status inconsistency and generalized trust among the people.

Keywords: Status Consistency, Trust, Central Asia

**VIRGINIA WOOLF: ONE WOMAN AND TWO NOVELS****Nurettin Öztürk***Pamukkale University, Faculty of Education, DENİZLİ/TURKEY***Abstract**

Virginia Woolf who is one of the greatest writers both of British literature and world literature in XX. Century reflected her own life and personality in her works. The most important of these works is called Mrs. Dalloway. Afterwards Michael Cunningham has also tried to draw a new portrait of Woolf in his novel that called Hours by utilizing from Woolf's writings and other documents.

In this study, Mrs. Dalloway novel coming from the pen of Woolf and Cunningham's novel that is called Hours will be tried to compare by examining terms of their certain persons, time, place, plot and relations of the author-narrator-protagonist.

Keywords: Virginia Woolf, Mrs. Dalloway, Michael Cunningham, Hours





THE PLACE OF RELIGIOUS ELEMENTS IN GENRE OF SULTANA POETS: DEWAN SAMPLE OF AVNI

Merve Mentese

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Abstract

Classical Turkish literature consists of the works written in Ottoman age in terms of ongoing period. It also includes the aspects of social life, science, religion etc. as a literature of a Muslim culture. In the light of this reality, there are wide variety of sources which classical Turkish literature takes advantage of. Religious elements are involved in the important part of these sources. Especially after Turk's acceptance of Islam it attracts attention the frequent use of religious elements. So, the poets of ottoman age used quite often religious elements in their poems as well. Among the poets who used religious and sufistic factors typically, there have been ottoman sultanas.

Ottoman padishahs had been educated with special care when they were so young. They have always supported the poets since the establishment of the state and enabled many French and Arabic works to enrich our literature. Almost all Ottoman sultanas have been poets who knows Islamic culture and literature starting with 2. Murad. They all used a penname in their poems like other poets. 2. Murad was the first padishah who had poems. Otherwise, Fatih sultan Mehmet was the first poet who had Dewan. He conquered Istanbul when he was 21. He was a great reader and poet as well as a war hero and statesman. There is no doubt that ottoman culture, science he learned and the belief he held have had a great influence on his works.

In our work, it will be examined the religious elements including Dewan of Fatih sultan Mehmet namely, Avni, in terms of what meanings he gave these elements as well as where and how due to the fact that he was the first one having had dewan. It is certain that a work give some clues about the personality, view of world and beliefs of the person who wrote the work. By being studied the Dewan of a padishah who marked an era, it can be understood better the influence of religious elements on Ottoman sultanas.

Keywords: Classical Turkish Literature, Religious Elements, Sultan Poets, Ottoman, Fatih Sultan Mehmet



THE ROLE OF FALSE SELF ON THE SOCIAL LOAF BEHAVIOUR**Kemal Demirci***Dumlupınar University, KÜTAHYA/DUMLUPINAR***Mürsel Güler****Dursun Boz****Abstract**

Social loafing is defined as the tendency of individual to reduce the effort of doing same task as compared with others in the group (Latane vd., 1979: 823; KidwellJr. veRobie, 2003: 540). In other words, social loafing represents tend to be less productive as the group of individuals working together rather than working alone (Harcum ve Badura, 1990: 629). Social loafing emerges as individual working alone in contrast to the studied in group and is based on the efforts of individual skulk in the group. Because individuals , in conscious or unconscious way, are able to exert less as a result of the reduction of social awareness in group ambience rather than being alone (Liden vd., 2004:285-286). True self and false self-concept have been added to the literature by Winnicott (1960). It is emphasized that true self is authentic and based on the fact that the most profound sense while false self is considering the expectations of other people and acts performance-oriented (Winnicot, 1965). False self, it rejects whatever is important for accurate and authentic presence of the individual (Andrew et al., 2010). Although social loafing is seen as a negative behavior in society, emerges very often. Social loafing is usually associated with people's behavior without being aware of what they do. False self is a compliance with the action done by people in the community as it deems necessary. When individuals are not perform some action they can perform actions inadvertently because they thought that excluded from society. The false ego of the individuals which necessarily developed to adapt them to society, aimed to investigate how it affects the social loafing. George's 10-worded social loafing behavior scale presented in his study (1992) was used in order to measure the level of employees' social loafing behavior. On the other hand, with the aim of false self perception; 16 expressions , validity and reliability made by Ahmet Akın , false self-perception scale was used. Practice was made in a textile factory operating in Bursa Organized Industrial Zone.

Keywords: Social Loaf, False Self, Social Loaf Behaviour



EXAMINING PHYSICAL AND SEXUAL INTIMATE PARTNER VIOLENCE AGAINST WOMEN WITH REGARD TO HOFSTEDE'S CULTURAL DI- MENSIONS

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Derya Karanfil

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Abstract

The aim of the present study is to examine the physical and sexual intimate partner violence against women across countries with respect to Hofstede's (2001) culture dimensions (i.e., (power distance, individualism/collectivism, uncertainty avoidance, masculinity/femininity, long-term/short-term orientation). The analyses were conducted with the values of 25 countries. While country values in five cultural dimensions were obtained from Hofstede's (2001) open data source, country values about intimate partner violence were attained from violence against women prevalence data compiled by United Nations Entity for Gender Equality and the Empowerment of Women (UN WOMEN, 2011). Findings indicated that both physical and sexual intimate partner violence were negatively correlated with economy and individualism; and they were positively correlated with power distance. Additionally, mediation analyses showed that both power distance-physical violence and power distance sexual violence relationships were significantly mediated by economy of the countries. However, while individualism-physical violence relationship was significantly mediated by economy, individualism-sexual violence relationship was not.

Keywords: Violence; Women; Culture.



**AFTER THE COLD WAR IRAN'S ARMAMENT THE EFFECTS ON THE
MIDDLE EAST REGION****Yusuf Yıldırım***Uludag University, Faculty of Economics and Administrative Sciences, BURSA/TURKEY***Abstract**

Iran is a major player in Eurasia in terms of geostrategic and thus to expand its sphere of influence and to achieve a leadership position demonstrates an intense fight with the countries of the region since the mid-1970s. Iran wanted to develop in terms of conventional weapons and defense and perform the desired action after Islamic Revolution in 1979. In the post-Cold War period it performed relations on arming with Russia and China and signed several agreements on conventional arms that however it redesigned military power in the region in accordance with technological conditions. Iran increased steadily arming power in the 2000s and threatened to potential competitors in the region. Iran's the action in the region, provided the area of interest to global players, and its action witnessed witnessed a sphere of influence between Russia, China the Middle East, and the US. Iran made significant changes, especially in the defense capacity with the support of Russia and China and accelerated its actions against the threat US and Israel in the nuclear sense. So, Iran attracted the reaction of Western countries, although said that attempts to achieve peaceful purposes nuclear energy, both Western and Gulf countries, along with Israel are aware that not using peaceful purposes a nuclear plant owned by Iran's scientific and technological know-how.

Especially, Saudi Arabia, the Gulf States, fear Iran's ideology spreading to other states and they repeat that Iran's proliferation activities to blow to stability and security the in the region and tried to compensate for Iranian arming terms. In this context Iran's actions became crucial to ensure security and stability in the Middle East. In addition to in this study, mentioned that how it affects the region security and global security of Iran's proliferation activities, were analyzed periodically the major arms suppliers, how to produce such weapons or procured the main armament relations, especially arming in the conventional sense, and besides global actors's interest were discussed at the Iran's nuclear actions.

Keywords: Iran, Conventional Armaments, Nuclear Armament, Ballistic Missile, Gulf Region Security



**THE LEGAL DEVELOPMENT OF WOMEN'S RIGHTS IN TURKEY****İnci Çoban İnce***Dokuz Eylül Uni., Faculty of Economics and Administrative Sciences, İZMİR/TURKEY***Abstract**

Women's rights have emerged as a significant issue within the historical process. The reason is that women either have not been granted rights in the positive law or, when they have been, they have benefited from these rights insufficiently in parallel with the general inequality of women and men. In order to make up this insufficiency and reveal the fact that women and men have equal rights, "women's rights" have been mentioned distinctively and regarded as an important issue across the world especially beginning from the second half of the twentieth century with a rapid increase in the endeavors in this respect. Particularly as of 1970s, women have articulated their demand for equality in a stronger voice. Hence, the UN declared the years between 1975 and 1985 as the "Women's Decade". The first world conference on women was convened in Mexico City in 1975. Moreover, the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), a highly important document for women, was adopted in 1979 by the UN.

The international developments concerning women's rights had some repercussions in Turkey, as well. Particularly as of 1980s, Turkey witnessed a momentum in the advancements of women's rights. Indeed, Turkey approved CEDAW in 1985 and became one of the first countries to adopt it. There have also been some regulations in the national legislation for the benefit of women. For instance, the 41st article of the Turkish Constitution was reformulated in 2001 as "the family is the foundation of the Turkish society and is based on the equality between the spouses" in order to emphasize the equality of women and men. With the same purpose in mind, a provision was added to the 10th article of the constitution in 2004, which states that "men and women have equal rights. The State has the obligation to ensure that this equality exists in practice," thus the state assumed liability in this respect. In 2010, the provision which states "measures taken for this purpose shall not be interpreted as contrary to the principle of equality" was added to the 10th article of the constitution in order to ensure that no step taken for the equality of women and men is deemed to contradict with the principle of equality.

In this study, I will evaluate the situation of Turkey in this respect by also emphasizing international developments concerning women's rights. In this context, I will analyze the regulations in the national legislation which have intended to guarantee women's rights. I will especially focus on the regulations which have aimed to eliminate the inequality of women and men, the most significant obstacle to women's rights. The constitutional and civil rights will constitute the big part of the analysis. As a last point, I will also point out that the regulations that have been made so far remain inadequate. Literature and legislation survey constitutes the method of the study.

Keywords: Woman; Women's Rights; Equality; Women's Rights in the National Legislation



**ON THE OTHER OPPORTUNITIES IDENTITIES TO LIVE TOGETHER:
THE CASE OF ÇANAKKALE****Assiye Aka***Çanakkale 18 Mart Uni. Biga Faculty of Eco. and Adm. Sci., ÇANAKKALE/TURKEY***Abstract**

Subject of this paper claimed that there were multiple identities in today's world of different age identities (the Balkan Immigrants and Native Çanakkale) feelings and thoughts that have been developed against each other to determine what is going on. This is in line with the findings of observations and the different identities that you can discuss the possibilities of living together, which is on the ground. Research done in 2010 and the report was prepared within the scope of ÇOMÜ BAP. Research, quantitative research technique, a questionnaire-survey method was used. The study population by creating Çanakkale Central Region with 200 persons were surveyed by means of purposive sampling. The data obtained were analyzed with SPSS Windows program and data was analyzed by creating a one-way and two-way frequency tables. Two different social categories in general (the Balkan Immigrants and Native Çanakkale) against each other may be said to have any negative attitude and behavior. On the other hand is different from other identity itself can be considered a negative attitude and behavior have been developed against the findings of Roman and Eastern identity. Different types of authentication are also quite different from them (political, racial, immigration, gender, rich, poor, etc). Identities to live in peace together what needs to be done for the different answers to the question are the different types of identity.

Keywords: Identity, Other, Diversity, Similarity

**ANALYSING OF PRODUCT PLACEMENT IN TURKISH CINEMA FROM
THE DIFFERENTIATION OF ART MOVIE AND POPULAR MOVIE****Ayça Çekiç Akyol***Inonu University, Faculty of Communication, MALATYA/TURKEY***Yasemin Kuruca***Marmara University, Faculty of Communication, İSTANBUL/TURKEY.***Mevlüt Akyol***Inonu University, Faculty of Communication, MALATYA/TURKEY***Abstract**

Marketing strategies have been changed and developed in conjunction with new communication technologies. Product placement, which is one of the techniques increase brand awareness, has been an application used both world cinema and Turkish cinema since 1980. It contributes to not only to advertisers but also to film's producer and director and provides reality to movie. All the movies, no matter what kind of, need the financial support for shooting. Co-production, sponsorship and product placement are the most important source of profit for movies. After 1990 a new era has begun in Turkish cinema and directors such as Derviş Zaim, Zeki Demirkubuz and Nuri Bilge Ceylan, who creates their own cinematic language takes many national and international awards, has emerged. Even if these film directors do not have commercial concerns, they need funding to shoot a film. In this study, product placement in popular movies and art movies will be examined by content analysis and the results will be compared in qualitative ways.

Keywords: Product Placement; Turkish Cinema; Art Movie; Popular Movie; Relationship of Cinema and Advertising





COMPARISON STUDY; EFFECTS OF MANAGERIAL SKILLS OF SCHOOL HEADS ON LEARNING ENVIRONMENT IN PUBLIC AND PRIVATE SECONDARY SCHOOLS

Tahira Bibi

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Abstract

The management of the learning process is a complex activity involving the balancing of a whole range of dimensions of individuals and contextual variability. It is the responsibility of the school heads to manage this multitask and complex activity by using their managerial skills. The study was aimed to compare the effects of managerial skills of school heads of public and private schools learning environment. The main objectives of this study were: 1. to find the difference in learning environment of the public and private secondary schools 2. to analyze the managerial skills of principals of public and private schools 3. to know the different effects of managerial skills of public and private schools 4. to suggest different measures for improving learning environment. This was a descriptive research by nature hence the survey technique was adapted to conduct the research. Mixed methods approach was adopted (Quantitative and qualitative data analysis methods). Twenty (10 +10) Heads and forty (20 + 20) teachers of private and public secondary schools were randomly selected from urban sector of Islamabad. The tools for collection of data were self developed questionnaire for teachers on five-point scale, formal interview for heads and observation sheet. NVIVO V.10 and SPSS V.20 software's were used for qualitative data and quantitative data analysis. Major finding was: There was significant difference in learning environment of public and private secondary schools. There was a difference between the managerial styles (managerial skills of conceptual, human and technical) of heads of public and private schools. Results showed that managerial skills of public and private secondary schools head effects on learning i.e. intellectual and behavior and outputs. It was recommended that heads may be equipped with management skills so education department may arrange in-service and pre-service training Courses and programs for school heads. Institutional based planning and strategies may opt. Political involvement in public and commercialization in private secondary schools may be managed for effective and efficient learning environment.

Keywords: Managerial Skills, Learning Environment, Public and Private Schools



**ROMANTIC ITEMS ON SAJJAD HAIDER YILDIRIM'S STORIES****Davut Şahbaz***Ankara University, Faculty of Languages, History and Geography, ANKARA/TURKEY***Abstract**

Romanticism had a considerable impact on Urdu literature between 1901 and 1935. The Aligarh Movement, which shares some common characteristics with the established Western Classicism, was replaced by romanticism. This resulted in significant transformation in the literary understanding of the period.

Sajjad Haider Yıldırım who is one of the major authors of Urdu literature was born in Bacnur in 1880. After he had graduated from Aligarh College, he worked as a civil servant in different governmental institutions. While he was the assistant of Hacı Navab İsmail Han Dataveli, he became familiar with Turkish literature and translated many plays, stories and novels from Turkish into Urdu. Romantic implications were first to be recognized in Sajjad Haider Yıldırım's short stories and articles. His work formed the very basis of the Romantic Movement in Urdu prose. Yıldırım skillfully employed the romantic components such as woman, love, sensuality, imagination, nature, and sexuality in his stories. Thus, he spoke the unspeakable up to that time and what had been disregarded.

This study aims to explore the ways how Sajjad Haider Yıldırım initiated the emergence of romanticism in Urdu literature, how he challenged the restrictive, oppressive and established literary conventions and how he transformed all these into an individual, emotional and fascinating style with his aesthetic, exotic and liberating narration. He contributed greatly to the development of Urdu romantic tradition in Urdu literature with his distinctive works and as well as his translations from different languages. To this end, this paper will focus on the romantic components of Urdu short story tradition with various quotations from his work.

Keywords: Romanticism; Sajjad Haider Yıldırım; Urdu Story; Aligarh Movement; Turkish Literature



EXAMINATION OF RESEARCH ASSISTANTS' NON-WORK AND NON-EDUCATION RELATED RECREATIONAL INTERNET USES WITH REGARD TO DIVERSE VARIABLES

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Abstract

Internet, in the communal life, has a great potential to alter our attitudes and routines significantly. So that, the internet seems it already started to transform a sequence of social life's values, like family relationships, friendships, business life and so forth (Tarcan, 2005). Internet serves a great number of purposes such as data transfer, academic research, pleasure, communication and commerce. Besides internet's these functional uses, temporal extravagance in internet use may occasionally occur. In this research, it is aimed to examine research assistants' non-work and non-education related recreational internet uses with regard to diverse variables (gender, marital status, education level, leisure time amount, field of research, perceived income level and perceived leisure time sufficiency). In the spring semester of 2014-15 educational year, 400 research assistants from 4 major state universities in Ankara (Gazi, Hacettepe, METU and Ankara) participated in our research. The BAPINT (Addiction Index Internet Form) form was used for data collection along with a 'Personal Information Form' to gather variables. The BAPINT form is used to evaluate the internet use for recreational purposes. To resolve and interpret the data, frequency and percentile calculations, T-test and One Way Anova were carried out. To determine the differences in between various groups, Tukey test was applied with 0.05 significance level. As a result, significant differences on Bapint scores were found with regard to gender, marital status, educational level, leisure time amount and perceived leisure time sufficiency variables. On perceived income level and field of research variables, no significant differences on bapint scores were measured.

Keywords: Internet; Play; Recreation; Research Assistant

**PLATO AND HEIDEGGER ON CONTINUOUS TEACHER PROFESSIONAL
DEVELOPMENT****Victor J. Pitsoe***Department of Leadership and Management,
College of Education, University of South Africa/ SOUTH AFRICA***Abstract**

The works of Plato and Heidegger are not strange to the discourses of the Continuous Teacher Professional Development (CTPD) as a “job-embedded and practice-based learning” for the 21st century. Given the complexity and the fluid nature of the culturally diverse learning environments of the 21st century, the works of Plato and Heidegger remain to be fundamental in the discourses of the social construction of professional *being* and *becoming*. Among others, this paper argues that the social construction of professional *being* and *becoming* is both a philosophical problem and a policy imperative for the teacher education. It holds that the state of *becoming* does not produce fixed entities, such as being, subject, object, substance, and thing. At the heart of this paper rest two assumptions: (1) that *being* and *becoming* are the hidden epistemological and ontological dimensions in CTPD; and (2) that teachers are always in the state of *being* and *becoming* – they are in a temporal mode of *being*. Drawing on the works of Plato and Heidegger, this paper argues that, through CTPD, the teachers identities are constantly being “formed and reformed by the *multitude of stories they are told* and which *they* draw upon in *their* communications with others”.

Keywords: Plato and Heidegger, Teacher Professional Development



A QUALITATIVE RESEARCH ON THE CHANGING PERCEPTIONS OF LUXURY CONSUMPTION IN THE CONSTRUCTION OF SELF

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Abstract

This work studies how the luxury experiences and perceptions of consumers are. The purpose of the study is to evaluate the modern luxury consumption experiences from a wider perspective rather than focusing on the traditional luxury consumption as a signifier of social status. The study adopts an interpretative and exploratory approach to explain in detail the contribution of the luxury consumption of consumers to the construction of self. Among the qualitative research methods, the method of keeping a diary, which sincerely transmits the processes, relations and perceptions in the daily world of the consumers was applied to the study (Alaszewski 2006). The consumer diaries enable a ground to understand the complex structure of luxury experiences as a loop of luxury which is an indispensable part of the daily life of consumers. To achieve maximum diversity 16 participants from different age, occupation and education fields are selected. The consumer diaries are analyzed by using the inductive categorization process (Kreiner, Hollensbe and Sheep 2006) and constant comparative method (Charmaz 2006). The research results are classified the luxury experiences under three categories indispensably related with processes and conditions of the self. The findings of the work are related with the present theories on self yet they pose a transition from conspicuous consumption, to which the perception of luxury bases, to temporary and abstract concept of consumption.

Keywords: Self Construction; Conspicuous Consumption; Luxury Experiences; Consumer Behaviour.



**CLASS AND IDENTITY ISSUE IN CONTEMPORARY TURKISH CINEMA****Neşe Kaplan İlhan***University of Marmara, Faculty of Communication, ISTANBUL/TURKEY***Abstract**

New economy -politics and globalization have been changing not only the class fact but also representation of identities. New social roles are reproduced and also criticized by the means of cultural production in which media and cinema instruments included. In past, how class values and relations of identities are effected by modernization process; by a similar way; in the current state of modernization, the new cultural sphere that is being shaped by global communication networks and world wide consumption attitudes has been alternating the class values and relations of identities. In this context with this study we are going to analyse some contemporary social realistic films (Zerre, Araf, Köksüz, Yozgat Blues) to understand how changing individuals positions, role and relation with themselves and with cultural institutions in society. Referring critical approach and using film text, this study is trying to reveal economic-politic and cultural reasons of the characters changing behavior and role.

Keywords: Identity, Class, Turkish Cinema, Culture



EARLY CHILD MARRIAGES: A THREAT TO THE IMPLEMENTATION OF MILLENNIUM DEVELOPMENT GOALS AND HUMAN RIGHTS IN ZIM- BABWE.

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Narainsamy Naidu

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Abstract

Even though the Millennium Development Goals aim to eradicate poverty and hunger by 2015 (MDG 1), to achieve universal primary education (MDG 2) and to set a high priority on ensuring girls' equal access to primary and secondary education (MDG 3), some girl children continue to be faced with many psychosocial challenges perpetuated by rising child marriages. It is estimated that an average of four out of ten girls in Zimbabwe drop out of school because of early child marriages. This study explored how early marriages affect the implementation of MDGs and human rights among the girl children in Zimbabwe with the aim of proposing sound measures and policies to curb the effect of early marriages among form four learners at two secondary schools in Masvingo district, Zimbabwe. Primary data was collected and analysed using an interpretive paradigm. The qualitative phenomenological design was adopted for use in this study. Data was collected through interviews and focus group discussions to twenty two girl learners (eleven from each school) and six teachers. The study established that early marriages are as a result of poverty, cultural factors like kuzvarira and chimutsamapfihwa, religious factors, girl child related factors, harassment/or mistreatment at home and low parental levels of education. On the way forward the study proposed that all perpetrators of early marriages be brought to book and be given tough sentences. Also the majority age of marriage for girls be lifted to twenty one years. Also child marriage is a gross violation of children's rights and must be condemned by all the Zimbabweans. There is also need to expand prevention programmes that empower girls at risk of child marriages and address the root causes underlying child marriages.

Keywords: Child Marriage, MDGs, Human Rights



THE E-LEARNING READINESS OF PRE-SERVICE TEACHERS**Dursun Akaslan***Harran University, Engineering Faculty, ŞANLIURFA/TURKEY***Ümit Kul***Artvin Çoruh University, Education Faculty, ARTVIN/TURKEY***Abstract**

Today, the discovery, articulation and dissemination of knowledge is being affected by the appearance of information and communication technologies. Many countries centralise e-learning (also known as technology-enhanced learning) in their curricula in order to support the process of integrating technology in education and training. The interest in integrating e-learning has been also influenced by various drives (e.g. widening access, developing information skills, reducing cost & increasing flexibility) and barriers (e.g. financial support, lack of infrastructure, & lack of operational skills). It is therefore important to understand whether teachers and students tend to embrace or ostracise e-learning to ensure some success of integrating technology into education and training. Therefore, this study investigates the extent to which students in department of primary education in Artvin Çoruh University are ready for e-learning by examining three factors: first, the degree to which students are ready for e-learning in terms of their access to the Internet, experience and confidence with ICT and attitudes towards e-learning; second, the degree to which students believe that they can have free of efforts for e-learning; third, whether students need training on e-learning before implementing on it. To address the issues, a web-based survey were distributed to various programs in department of primary education in Artvin Çoruh University. All the first or second year students of 5 programs were invited to participate in the survey with 174 answering all the questions. Descriptive and inferential statistics were computed using the SPSS and R comparatively. Overall, the findings obtained through the study outline that pre-service teachers show positive attitudes towards e-learning. However, the readiness seems to be insufficient because of the lack of experience and confidence with ICT. It is also worth to point out that the readiness of pre-service teachers for e-learning may have an important impact on the education and training of their primary students in the future as e-learning is becoming abundant.

Keywords: E-Learning; Pre-Service Teachers; E-Learning Readiness; Primary Education



DETERMINING SCIENCE HIGH SCHOOL STUDENTS' PERCEPTIONS AND CAPACITY OF INTERDISCIPLINARY RELATING ABOUT THE ENERGY SUBJECT

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Abstract

This study has been composed for determining the perceptions about energy, capacities of interdisciplinary relating and using knowledge, evaluating in terms of some factors towards science high school students. For this purpose, the study has been performed with 40 students attend science high school in the center of Samsun. The datas have been obtained asking open-ended semi structured questions to the students, categorized and evaluated considering comprehension level scale (5 point likert scale) created by Abraham and et. al. (1994). It has seen that the students are not on the expected level of conceptional perception, description and conversion of energy and interdisciplinary knowledge transfer. It has been found out that demographic characteristics as socioeconomic status, gender, parents' educational statuses, sibling number, being boarder or day student are not related to researching factors. It has been determined that it can be useful teaching the subject of energy with a interdisciplinary approach shared by Physics, Chemistry and Biology.

Keywords: Energy; Interdisciplinary Knowledge Transfer; Science Education





DETERMINING HIGH SCHOOL STUDENTS' READINESS LEVELS AND MISCONCEPTIONS TOWARDS LEARNING PROCESS OF BUOYANT FORCE

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Abstract

It is purposed in this study that determining readiness level and misconceptions (if the students have or not) in the learning process of buoyant force of liquids which requires basic Physics concepts for 10th grade students. For this purpose, open-ended questions which contain basic concepts have been asked to 162 10th grade students who attend high school in the city center of Samsun. Obtained datas are categorized and evaluated considering comprehension level scale (5 point likert scale) created by Abraham and et. al. (1994). As a result of evaluations it has been determined that readiness levels of students are not adequate, existing lack of knowledge about some basic concepts and significantly misconceptions. It has been concluded that it is difficult to learn a new subject without resolving the lack of knowledge.

Keywords: Readiness; Misconception; Buoyant Force



**A PILOT STUDY: THE DEVELOPMENT OF INSTRUMENT RELIABILITY
OF EXPERIENCE QUALITY MEASUREMENT****Mohd Halim Mahphoth***Faculty of Business and Management, Universiti Teknologi MARA, Melaka, MALAYSIA***Zainab Khalifah***Faculty of Management, Universiti Teknologi Malaysia, Skudai, MALAYSIA***Abstract**

Research suggests various learning domain may influence the experience quality of young visitors on their visit to museum. Essential for the evaluation of experience quality is the availability of a reliable and valid measurement. However, currently there is no appropriate measurement instrument validated particularly for young visitor within experience quality context. Thus, the aim of this paper is to present the reliability of the items from the evidence of Rasch model and to examine through the internal consistency reliability (Cronbach's alpha statistics). Therefore, the outcomes from this pilot study has given potential as measurement instrument for the assessment of experience quality among young visitors from the age of 10 to 18 years old during their museum visit. Finally, it gives direction for the application of the questionnaire with a larger sample of young visitors in future studies.

Keywords: Experience Quality, Rasch Model, Young Visitor, Learning Domain



**ANALYZING THE PROSOCIAL BEHAVIORS OF PRE-SCHOOL CHILD-
REN IN ACCORDANCE WITH TEACHER'S POINT OF VIEW****Hilal Karođlu***Bayburt University, Education Faculty, BAYBURT/TURKEY***Perihan Ünüvar***Mehmet Akif Ersoy University, Education Faculty, BURDUR/TURKEY***Abstract****Objective**

This study has been carried out in order to determine the prosocial behaviors of pre-school children. Prosocial behaviors have been analyzed under four categories as cooperation, sharing, collaboration and consolation.

Method

This research is a qualitative research having the quality of a descriptive survey model. Teacher interview form has been used as data collection instrument. Expert opinion has been applied for the appearance and validity of interview forms. Working group of this research includes 30 pre-school teachers who work in pre-school education institutions.

Findings

When teacher's points of view regarding the cooperation behaviors of students have been analyzed, it has been understood that students help their friends respectively in putting on or taking out their coats/cardigans/shoes completing their studies and homework, ordering their chair, eating their meals, cutting or pasting ,carrying various objects, helping inclusive students. It has been understood that they share their paintings/toys/play dough meals/food and their private goods during their activities. They collaborate in class ordering/collection, during their games, in project applied studies, in making towers with blocks in their spare time, in cleaning the class, in setting up/creating games. When teacher's points of view regarding consolation behaviors of students have been analyzed, it has been understood that console their friends by going up to their friends when they are sad/crying, by making empathetic sentences for their friends when they are sad/crying, by touching on the shoulder of their friends/hugging/kissing/holding their hands, by consoling their friends when they miss their parents, hasta by kissing/hugging/taking care of their friends when they are ill, by lifting their friends up when they fall down, by giving gifts/toys to their friends when they are sad/crying,

Conclusion

Findings of this research indicate that the most frequent cooperation behavior of the children is to help their friends in putting on or taking out their coats, cardigans or shoes. It also indicates that students generally share their paintings, play dough and toys with their friends; they collaborate while they tidy up their class. Children frequently go up to their friends when they are sad/crying as a consolation behavior.

Keywords: Prososyal; Earlychildhood; Social Development



**PERCEPTION DIFFERENCES ABOUT “THE EFFECT OF PROMOTIONAL
ACTIVITIES ON PRIVATE HOSPITALS’ PRESTIGE, DESIRABILITY AND
PREFERABILITY” IN TERMS OF AGE AND MARITAL STATUS OF PRIVATE
HOSPITAL CONSUMERS: A CASE STUDY IN NEVŞEHİR**

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Abstract

Health sector has expanded via the increasing number of private hospitals as a result of the demand for health service. Competitive struggle has also increased the expectations of patients (consumers) from health organizations. Patient satisfaction is the most fundamental thing in the recent competitive atmosphere. The aim of the study is to determine whether or not promotional activities carried out by private hospitals make a difference in perceptions of consumers in terms of age and marital status about the effect of prestige, recognition and desirability of private hospitals. The study also suggests messages about prestige, recognition and desirability for private hospitals in order to meet the needs of target consumers. The literature is reviewed in the first three parts. The fourth part includes factor analysis to find out perceptions of consumers and MANOVA to reveal the differences. The study finds out that there are differences in perceptions of consumers in terms of age and marital status about the effect of prestige, recognition and desirability of private hospitals.

Keywords: Health Sector Marketing, Promotional Activities in Private Hospitals, Prestige, Recognition, Desirability, Perception.





PRE-SERVICE MATHEMATICS TEACHERS' SELF-EVALUATION IN MATHEMATICS RELATED-PROBLEM SOLVING AND THEIR SOLUTI- ONS

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Abstract

This study was conducted in an effort to identify primary school pre-service mathematics teachers' mistakes and deficiencies in dealing with mathematics-related problem solving and to offer solutions and recommendations pertaining to this issue. Case study approach which is the one of the qualitative research methods was used in this study. To achieve the above aim, this study consist of first year pre-service mathematics teachers who are enrolled in Artvin Coruh University Faculty of Education Mathematics Education Department in the 2014-2015 academic year. For the study itself, a group of 30 pre-service teachers who volunteered to participate in this research. An open-ended question form including six questions was developed by the researchers of the study in order to collect required data. Each question consisted of three sub-questions dealing with pre-service teachers' perspective. Interview forms with thirty primary mathematics teachers' candidate were applied and lasted at least 120 minutes. According to participants' accounts, their mistakes and deficiencies in dealing with problem solving process that could be classified as having both personal and environmental issues was revealed through the qualitative analysis of the data. It was determined that personal issues are more effective than environmental issues. The results showed that the researchers classified the reasons behind participants' mistakes and deficiencies in dealing with mathematics-related problem solving as an either personal issues which are mainly related to psychological, lack of content knowledge and operational skills, and environmental issues which are related to institutional and other. It was found that participants offered some solutions and recommendations pertaining to the above issues were the methods and duration of teaching, familiarity of technical mathematical language and terms. This study presented some recommendations for the researchers who will study on this relevant field.

Keywords: Pre-Service Mathematics Teachers; Self-Evaluation; Error Approach





SOCIAL MOBILITY AND EDUCATION: THE CASE OF EGYPT

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Abstract

The proposed paper gauges the extent of social mobility in Egypt via measuring intergenerational educational achievements of youth aged 13 to 25 using cross-section household data from Egypt Labour Market Panel Survey 2012. According to the sample, youth account for approximately 22% of the population, roughly 13 million individuals.

We assume the schooling-gap is a good proxy for individuals' future prospects across social classes, thus rendering educational achievement a measure of social mobility. The schooling-gap is used to compute a social mobility index (SMI) for all Egypt and selected sub-regions across alternative age groups and gender. Regression analysis is employed to relate the schooling gap to different socioeconomic regressors and household characteristics including household income and education. Fields decomposition is used to estimate the SMI and identify the percentage contribution of each regressor in explaining variance in social mobility. Differences in SMIs for various social classes are evaluated using bootstrapping methods.

Educational mobility estimates for all Egypt suggest high social mobility within a closing gender gap with minor inclinations in favour of females. Diminishing intra-familial discrimination appears towards educational attainment across all age groups. High mobility indexes are in alliance with the Egyptian government's extensive educational expansion schemes, viewing education as a steering wheel for individual and social welfare. In response to such efforts, and in anticipation for thriving future prospects via labour market returns to education, youth have achieved world class quasi-convergence rates for schooling enrollment, quality notwithstanding.

High social mobility succeeded in transforming urban but primarily rural labour force into a base of educated human capital. Most potential workers have become university graduates demanding higher returns to their invested education in dense urban cities, albeit unsuccessfully in the light of stagnant labour markets, pressing wages and work conditions downwards, thereby raising social tension. Policy implications of high social mobility accompanied by rising unemployment entails expanding rural and peripheral labour markets to absorb educated labour force at urban level returns. Ideally, no level of mobility could spur growth without social inclusion.

Keywords: Social Mobility, Egypt, Schooling-Gap, Social Fluidity, Employment



**EVALUATION OF BOOK USING AND STUDENT'S WORKBOOKS USED
IN SCIENCE LESSONS ACCORDING TO STUDENTS' OPINIONS****Tohit Güneş***Ondokuz Mayıs University, Faculty of Education, Department of Primary Education, Science Education, SAMSUN/TURKEY***Canan Varol***Ondokuz Mayıs University, Faculty of Education, Department of Primary Education, Science Education, SAMSUN/TURKEY***Oktay Güneş***Ondokuz Mayıs University, Faculty of Education, Department of Primary Education, Science Education, SAMSUN/TURKEY***Abstract**

This study is aimed to determine students' opinions about the effect of workbooks on the use of workbooks as homework and learning environment that have been used since 2005-2006 academic year and have been removed as gradually since 2013. For this purpose, in 2015-2016 academic year, the qualitative data was gathered by asking 15 open-ended structured and semi-structured questions to 108 seventh grade students who are schooler in city center and towns of Samsun. Results showed that students' evaluations about student's workbooks changed according to students' success and a positive correlation was appointed between academic success and the utility of using books. Although successful students' evaluations about using books and it's utility were positive, less successful students' evaluations were negative because workbooks require obligatory extra studying. We are of the opinion that success show parallelism with the use of books and the use of workbooks is much better when you consider students' general opinions.

Keywords: Using of Book; Student's Workbooks; Students' Opinions.





**PREDICTION OF FINANCIAL FAILURE OF BANKS WITH LOGISTIC
REGRESSION AND DISCRIMINANT ANALYSIS: CASE OF TURKISH
BANKS**

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Abstract

In this paper, financial failure estimate models based on logistic regression and Discriminant analysis, which are among the multivariable statistical techniques aimed at estimating the financial failures of banks in Turkey. Following the summary of Turkish banking history and literature survey, empirical analysis was done. As a result of the study, it has been observed that the power of Logistic Regression and discriminant analysis in terms of predicting financial failure give a high probability.

Keywords: Banking Failure, Discriminant Analysis, Logistic Regression



**STEVENS AFTER DELEUZE: THE POETICS OF THE OTHER****Bülent Eken***Kadir Has University, Department of Communication Design, ISTANBUL/TURKEY***Abstract**

His critics consider Wallace Stevens, the canonical American modernist poet, as a poet of aesthetic interiority whose poetics is anchored to first person “subjectivity.” Contrary to this critical commonplace, my paper reveals a central yet hitherto unsuspected meditation on the problem of the “other person” in Stevens by establishing a relationship between his poetry and prose and the twentieth century French philosopher Gilles Deleuze’s concept of the other as “the expression of a possible world.” I demonstrate that the concept of the other person in this form enables the literary critic to reevaluate the figure of subjectivity as a rhetorical means at the service of a poetics centered not on the subject but the other. Thus, I argue that the canonical reading of Stevens as a poet of subjective interiority is mistaken about the system in which this figure participates. In my readings of his poetry, I trace the ways in which Stevens thinks through the question of the other and I detect two main forms in which this is registered in the poems: the other is either associated with “possibility,” an occasion of euphoric affects, or with the “foreclosure” of a more fundamental reality, or an “outside,” of which the other is merely a phenomenal representative, which occasions negative affects. In my reading of Stevens’s late poem “Prologues to What Is Possible” I show that these two poles in relation to the effects of the other person are juxtaposed in a paradigmatic manner. In my paper, I take care not to portray Stevens’s poetic thinking as an instantiation of the philosophy of Deleuze; rather, I argue for the relevance of Deleuze in thinking about Stevens by demonstrating that representative literary critics writing on Stevens were not able to escape addressing aspects of what I call the poetics of the other although they all have had very different theoretical premises from each other.

Keywords: Deleuze; the Other; Stevens.; Subjectivity; Lyric Poetry

**THE EDUCATIONAL FUNCTION OF THE TURKISH MEDIA IN GERMANY:
THE “LERNEN MACHT STARK! (LEARNING MAKES STRONG)” CAMPAIGN****Eylem Şentürk Kara***Inönü University, Faculty of Communication, MALATYA/TURKEY***Abstract**

In democratic societies, in addition to their function of informing and entertaining, media also need to supervise legislation, enforcement and jurisdiction on behalf of public so as to ensure survival and proper functioning of democracy. Another function that is expected of media apart from all these is that it should contribute to the education of people. Today, in particular, traditional family structures are disappearing in parallel with technological developments and nuclear families are increasing gradually; moreover, parents in the family have a busier working life and have less time for leisure activities; still more, children are separated from the street and instead turn to media to have fun and kill time. As a result, parents expect media to perform a serious function for the education of their children.

The Turkish Media in Germany has assumed important tasks to inform and educate the Turks who migrated to that country and sometimes made different attempts to solve their problems. In order to inform the Turkish families about educational opportunities outside of school, a campaign was initiated in 2014 entitled “Lernen macht stark!” (Learning Makes Strong) in conjunction with Metropol FM radio, which broadcasts in Germany, and Robert Bosch Foundation. Within the scope of this campaign, images and videos containing views of numerous experts such as teachers, psychologists, pedagogues etc. were broadcast via social media on the one hand and on Euro Star and Show Türk TV channels, which attract large Turkish audiences in Germany, on the other.

The purpose of this study is to investigate the educational function of the Turkish media in Germany from the perspective of Turkish parents within the scope of the “Lernen macht stark!” campaign. The study attempted to discover to what extent the “Lernen macht stark!” campaign, which was conducted for 10 weeks in 2014, was followed by Turkish parents living in Germany and to what extent they found the videos prepared within the scope of this campaign were found informative. In this sense, a total of 22 people (11 women and 11 men) aged between 23 and 58 who lived in Hamburg, Germany were interviewed using the problem-based interview technique and the data collected in this way were analyzed.

Keywords: Turkish Media, Educational Function, Lernen Macht Stark, Learning Makes Strong



VARIATION AND TRANSFORMATIONS IN ROME SOCIETY IN THE TRANSITION PERIOD FROM REPUBLIC TO EMPERORSHIP

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Abstract

According to Rome city founding legend, this city is founded by Romus and Romulus brothers in Palatio Hill in 753 BC. Rome city came into being a Kingdom by developing and growing. Rome Kingdom transformed into Rome Republic in 510 BC. Rome Republic transformed into emperorship in 27 AD. Caesar attempted to control his government due to crises and civil war in recent years of Republic. But oligarchic conservative structure protested against dictatorship and stopped Caesar from handling government by himself. Octavianus (Augustus) abolished Republican regime and provided to shifting to Emperorship in the crisis atmosphere after Caesar's death. He obtained government and authorization by saying that he only aimed to protect Republic. (B.C.27-A.D.14)

Rome experienced some political, societal, economic, religion, legal and social domains in the transition period from republic to emperorship. Rome's political structure started to come under the domination of a single one compared to the past. Long standing wars and civil wars caused societal crises. Rome's traditional family structure started to dissolve. Rome's societal structure started to change accordingly with family structured is solution. In this research effects of political, economical and social variations and transformations on social structure and political structure in Rome State will be investigated. Rome state's societal structure will be understood in transition period from Republic to emperorship.

Keywords: Society, Family, Republic, Emperorship





DETERMINATION OF THE VALUES ATTRIBUTED TO THE EXHAUSTED AND TURKEY'S ENDEMIC SPECIES BY PRESERVICE TEACHERS

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Abstract

The purpose of the study is to determine preservice teachers' value dimensions about exhausted, exhausting species and Turkey's endemic species. For this purpose, a semi-structured survey has been conducted to preservice teachers and asked what kind of values they have about species determined. The answers have categorized and a survey has been prepared as a result of this categorization. The survey has been conducted to preservice teachers. As a result of analysis of the datas it has seen that ecological value (20% answer rate) is the most important and then, emotional (14% answer rate), economical (10.03% answer rate) values are important for preservice teachers. Based on the results, it can be considered that preservice teachers are proficient in perceptions about biodiversity. Teachers' perceptions about importance and conservation of biodiversity must be on an expected level because of teachers' creating awereness, perception and attitude on students. Taking into account of these factors, for preservice teachers it is important that having enough perception about biodiversity.

Keywords: Environmental Education; Biodiversity; Ecological Value; Exhausted Species; Endemic Species





INVESTIGATION OF MATHEMATICS TEACHER CANDIDATES' LEARNING OBJECTS DEVELOPMENT PROCESS THROUGH 3D MODELLING PROGRAM

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Abstract

The aim of this study is to investigate mathematics teacher candidates' processes of learning object development through 3D modeling program. Nine mathematics teacher candidates who continue to mathematics teaching program at a foundation university in 2014-2015 spring term were constituted the participants of the present study. This is a case study in which qualitative research methods were used. Data were gathered through structured open-ended questions and were supported with observation results. Content analysis was used in data analysis. Findings of the study revealed that, participants held positive perceptions on developing 3D learning objects through 3D modelling program. Besides, mathematics teacher candidates were identified the advantages of the software used as free, easily accessible and user-friendly. It is thought that results of the study may suggest for integrating technology to learning environments in a more effective manner.

Keywords: Learning Objects, Tinkercad, 3D modelling



A PANORAMIC OVERVIEW FROM TURKEY ON THE ISLAMIC CASE IN EUROPE

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Abstract

Olivier Roy indicates that the first result of the Muslim immigration to Europe is the break from the culture of origin. While analyzing this process that he called “Re-Islamization”, Roy focuses on the Muslims living in Europe. Although Roy’s analysis - focusing on the Muslims - is consistent within itself, it is based on a one-way analytical perspective. Today, however, conducting a trilateral analysis becomes compulsory when it comes to Europe and the Muslim identity. While the first stage of the migration process was naturally bringing the “Europe” forward as an active subject, it used to leave the Muslims in a passive position. In the second stage, the Muslim population was involved in the process actively. This case was also the beginning of the process which was described as "Re-Islamization" by Roy. Nevertheless, in the third stage, the process of re-Islamization evolves into a new phase with the active participation of the culture of origin in the process.

The globalized conditions today ensure effective re-activation of the local Islamic dynamics. The most prominent feature of this process distinguishing itself in many areas including political, social, cultural and scientific areas, is the contact re-ensured with the migrating population. Muslim countries consider the breaking-off of contact with the Muslim immigrants in Europe as assimilation. Therefore, they have a tendency to re-establish the traditional ties disconnected in modern conditions. In such case, analyzing the Islamic presence in Europe in sociological terms requires the simultaneous evaluation of a triple perspective. Namely, in addition to the Europe and European Muslims, the local Islamic culture also needs to be addressed as a third subject and independent factor.

Social sciences experts constitute one of the most important dynamics of the third subject. Since these experts' opinions are supported by scientific data, their sphere of influence becomes wider. This study addresses the approaches adopted by social science experts in Turkey on the presence of Islam in Europe. Besides, this study aims to provide current data about the processes such as contemporary Islamic identity, integration, secularism, freedom and religious pluralism in Europe. It also aims to provide clues about the nature of the communication network re-established over the cultures of origin. When all data are evaluated together, the study ensures opportunity for capturing a panoramic image about the Islamic presence in Europe from Turkey. The data are based on the information obtained through peer to peer communication.

Keywords: Europe; Islam; Turkey; Panoramic Overview; Cultures of Origin



SOCIAL MEDIA AS AN EMERGING NEWS MEDIUM: JOURNALISTS' APPROACH TO NEWS PUBLISHED ON SOCIALMEDIA IN THE ETHICAL CONTEXT: EXAMPLE OF THE PROVINCE OF ANTALYA

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Abstract

Rapid development of new communication technologies has initiated a new process which can be called as “metamorphosis” in journalism as well as in almost all areas. As the definition of journalism changes in the age of internet where borders of communication disappear, journalists who see internet as an emergent news medium as well as a news source has adopted to this transformation. On the one hand, social Networks enable citizens to “make news”, on the other hand, these networks also enable journalists to publish their own news, photos and views through their own accounts on the outside of organizations they work. In this context, social networks have grew into platforms which journalists often use for both professional news production and personal sharings.

As a result, several media organizations introduced some rules and principles regarding their own employees' use of socialmedia. As such, a versatile news media, where ethical principles have become more important than ever, have come into existence. These developments show that social media have become a news environment more swift and dynamic than the traditional media; however, they also entail the need for interrogation of ethical principles in this dynamism. In this study, we deal with how journalists regardsocial media as a news source and their approach to news on thesocial media.

In this study which implements the method of survey, social media use habits of journalists in Antalya will be examined and approaches of journalists to subjects such as internet-social media, news and ethics will be analysed.

Keywords: Social Media, Ethics, News



**MODELLING CONSUMER BEHAVIOUR FOR REMANUFACTURED PRODUCTS****Mustafa Bilgehan Kutlu***Cumhuriyet University, Faculty of Economics and Administrative Sciences, SIVAS/TURKEY***Celal Hakan Kağmıoğlu***Anadolu University, Faculty of Economics and Administrative Sciences, ESKİŞEHİR/TURKEY***Abstract**

Remanufacturing process converts used products into like-new products in order to recover value-embedded in products. Remanufacturing is beneficial to environment because it reduces level of waste disposal. Besides, remanufacturing enables companies to produce less costly products. Therefore, remanufactured products can be sold to customers with cheaper prices than new ones. Although remanufacturing has been practiced by companies for almost a century, remanufacturing subject recently grasps academic attention in the realm of marketing. Moreover, marketing activities create bottlenecks in the remanufacturing system.

The purpose of this study is to develop a consumer behaviour model for remanufactured products. For this reason, two-step modelling approach is used for model building. First measurement model is assessed on construct validity by doing confirmatory factor analysis. Then, structural model is evaluated. Findings show that consumer purchase behaviour for remanufactured products can be depicted by using theory of planned behaviour. As well, perceived risk, perceived benefit, product knowledge and emotion of disgust constructs may have significant influence on consumer behaviour for remanufactured products.

Keywords: Remanufacturing; Consumer Behaviour; Theory of Planned Behaviour; Structural Equation Modelling



**RELATIONSHIP BETWEEN THE SILENCE OF ORGANIZATIONAL BEHAVIOR AND ORGANIZATIONAL CITIZENSHIP IN HEALTH WORKERS****Ş. Didem Kaya***Necmettin Erbakan University, Faculty of Health Science, Department of Health Management,
KONYA/TURKEY***Merve Şengören***Necmettin Erbakan University, Faculty of Health Science, Department of Health Management,
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Importance of human resources in healthcare sector is increasing worldwide. Collaboration and sharing information between health care professionals are important component of health behaviors. This literature review is examined the relationship between organizational silence and citizenship. Employee silence does not only occur between management and employees, it also occurs during conflict among employees, and as a result of organizational decisions. The remaining silence is always hindered new ideas in workplace. The behavior of remaining silent may be exhibited due to various reasons. Doubtlessly, one of the most important among those individuals fear of losing their job or being excluded.

An organization's development or achieving success through the employees' willing to work more than the tasks assigned to them. In addition to the rules imposed in the organizations, the individuals' playing extra role and exhibiting voluntary behaviors involves the behavior of organizational citizenship. In this context, the behavior of organizational citizenship means communing with the organization and feeling themselves as belonging to the organization. With the behavior of citizenship, healthcare institutions can carry out their organizational tasks effectively and efficiently. Hence, the organizational behavior is a desired and positive situation, whereas organizational silence is an undesired and negative situation.

Indeed, when there is a problem in the workplace, employees have two options: remain silent or speak up. Unfortunately, many employees choose to remain silent because they do not want to share information that could be interpreted as negative or threatening. Feel the need to hide information which is important for the employees' organizations, they work who demonstrate organizational citizenship behavior is defined as a voluntary business behavior and leads to a decrease in productivity. When considered this, both healthcare professionals and administrators need to take the necessary measures in the healthcare institutions. Within the framework of these measures, in-service trainings reinforcing these behaviors should be generalized, and an organizational climate where the employees can feel themselves safe should be established.

Keywords: Organizational Silence; Organizational Behavior; Organizational Citizenship; Health Care





A STUDY ON ENVIRONMENTS AND FEEDING HABITS OF ANCIENT ANATOLIAN POPULATIONS

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Abstract

People obtain specific feeding habits by using sources on their environments. Therefore, habits of feeding of populations are patterned on effects of their environments. The purpose of the study is identified relation between feeding habits and environments of ancient Anatolian populations by taking other parameters such as health, social life and culture into account. To this end, is surveyed articles and publics having reference to anthropological qualities populations living in Anatolia in the past. The information obtained in these investigations brings to light how environments and feeding habits of these populations effected aforesaid parameters. It is determined these populations in the Anatolia fell into different feeding habits in various environments, and add to this, some environmental stress and feeding habits effected their health poorly.

Keywords: Feeding Habits, Environments, Health, Ancient Anatolian Populations, Anthropology.



THE SURVEY OF THE SOCIAL SELF-SUFFICIENCY AND PROBLEM SOLVING SKILLS OF THE STUDENTS OF GİRESUN UNIVERSITY PHYSICAL EDUCATION DEPARTMENT

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Abstract

In this study, it is aimed to examine the Social Self-sufficiency and problem solving ability of the students of Giresun University, Physical Education and Sport Department. The study group of this research includes 103 students who attends Giresun University, Physical Education and Sport Department. The analysis of the data of this research, being a description study, is realized using SPSS 17.00 statistic package programme by the computer. In this study, Problem Solving Inventory and Social Self-sufficiency inventory are used as data collection means. The original of Problem Solving ability inventory was developed by Heppner and Petersen and adapted into Turkish in 1993 by Şahin. The original of social self-sufficiency inventory was developed by Smith-Betz (2000) and adapted to Turkish by Palancı (2002). As a result, it is discovered that there is no remarkable difference between the girl and boy students points in terms of sex, the high school type they graduated from, the number of books they read excluding their school books and according to the type of help they get to solve the problems related to the social self-sufficiency. It is discovered that there are substantial differences according to the class levels of Physical Education and Sport Teaching Department students in terms of total self-sufficiency levels. It is discovered that there is no remarkable difference in the scores of boy and girl students according to the results obtained by the type of the support in solving the problems and their sexes, class levels, the number of books they read excluding the school books when it comes to problem solving ability. On the other hand, it is discovered that there is a remarkable difference between the scores of the students who are graduates of an ordinary high vocational high school in the ability of problem solving in terms of the type of high school they graduated from.

Keywords: Self-sufficiency; Problem Solving; Physical Education

**CONSUMERS' PERCEPTION OF HALAL SERVICE QUALITY AND LOYALTY IN ISLAMIC BANKING****Noor Raihan Ab Hamid***Asia Graduate School of Business, Unitar International University, MALAYSIA***Siti Nor Bayaah Ahmad***Asia Graduate School of Business, Unitar International University, MALAYSIA***Roslan Mohd Rose***Asia Graduate School of Business, Unitar International University, MALAYSIA***Abstract**

The paper aims to report on the perception of Muslim consumers in regard to service quality of Islamic banking and the extent to which perceived service quality influences loyalty. Many studies in the past have empirically investigated the attributes of perceived service quality affording consumer satisfaction and loyalty. However the understanding of specific reasons explaining how consumers evaluate the quality of halal services and why they become loyal is lacking. This study explores these issues from an Islamic banking service sector. Three focus group discussions were conducted with 24 consumers of Islamic banking to gain deeper insights of the subject being studied. The participants were divided based on selected cities in Malaysia where each city is distinct in terms of the socio-economic development. The findings of this study suggest that consumers evaluate Islamic banking service primarily based on perceived compliance with the *Shariah* (Islamic Law), while professionalism and availability of service are often cited as the attributes seen as service quality enhancement. In addition, this study reveals the heterogeneity among consumers in relation to religiosity, knowledge and values in their decision to become loyal or disloyal in Islamic banking service. The research provides important insights to service providers to be more vigorous in enhancing their service quality and aiming for long-term relationships with consumers. We discuss the implications for managers as well as offer several propositions for future research which may be conducted empirically.

Keywords: Service Quality, Consumer Loyalty, Islamic Banking, Halal Services

**AN EXPLORATORY STUDY ON KNOWLEDGE CREATION AMONG UNIVERSITY STUDENTS****Romiza Md Akhir***Asia Graduate School of Business, Unitar International University, MALAYSIA***Noor Raihan Ab Hamid***Asia Graduate School of Business, Unitar International University, MALAYSIA***Abstract**

Individuals entering institutions of higher learning (IHL) and the workforce have grown up in a digital culture. They tend to use widely available information and acquire knowledge from a variety of sources beyond the classrooms and training rooms. This tends to pose significant challenges in regard to fostering effective knowledge creation in organizations. Knowledge creation derives from the learning process and learning happens when knowledge is created, shared and utilized. In the context of IHLs, pedagogical modifications aiming at effectively engaging 21st century potential knowledge workers include using videos, games simulation, wireless devices and other advanced learning technologies. Moreover, IHLs are striving to exploit an increasingly media rich environment to stimulate greater participation in order to enhance knowledge creation among students. This exploratory study is aimed at exploring the knowledge creation activities and students engagement. The study investigated the effects of it on knowledge effectiveness. It is crucial for faculty to understand the factors that influence knowledge creation activities among students. Utilizing questionnaire surveys, data were collected from university students of various levels of study in the social sciences field. The questionnaire was designed based on the measurement scale adapted from previous studies. We tested the hypotheses using SPSS statistical software package. The results showed that the opportunity for students to explore, engage and immerse in the learning process have significant effects on knowledge effectiveness. We discuss the results of this study and suggest some directions for future research.

Keywords: Knowledge Creation, Institutions of Higher Learning, Digital Culture



EVALUATION OF SECONDARY SCHOOLS IN TERMS OF THE EQUALITY OF OPPORTUNITY AND POSSIBILITY IN EDUCATION

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Abstract

In this study, it was aimed to evaluate secondary schools' educational resources in terms of equality of opportunity and possibility. Research was carried out on secondary schools in the province of Burdur. The study group composed of 63 secondary schools in the province of Burdur. In the study used descriptive research model, the data were collected through the school questionnaire. In this study, the statistical techniques of mean, standard deviation, percentages, frequency distribution were used. Except for equal expenses made to all schools by the state, in the result of research was understood that the income sources of schools' varied by benefactors, donations, bequests, sponsorships and parent fundraising, and in the result of study, it was found that the most states contribution was the secondary schools in the city center. It was found that the length of teachers to work in the same institution and teachers' average duration of vocational services increased in proportion with the size of settlements. It was determined that circulation of teacher exchange was a lot more at village schools and teachers at these schools were less experienced. The rate of lessons conducted by permanent branch teachers of schools was lower at village schools, because of this, it was determined that all lessons in these schools were conducted by branch teachers assigned or paid at different rates from different schools or by teachers working in different status (norm staff, assigned to another school, substitute teacher) and different branches. According to settlement, the mean related to physical hardware of schools didn't show significant changes, in this sense it was understood that all schools have similar resources.

Keywords: Secondary School, Opportunity And Possibility Equality, Economic Resources, Staff Resources, Physical Resources.



RELATIONSHIP OF INERTIA STATUSES OF HEALTHCARE PROFESSIONALS WITH PATIENT SAFETY

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Abstract

Patient safety is a fundamental principle of health care sector. Every single step in the process of care-giving contains a certain degree of inherent unsafety. Aim of this paper to examined the relationship of inertia statuses of the healthcare professionals with patient safety. It is thought that it will shed light on the practical researches planned to be conducted in the future. Hence, changes are becoming inevitable in the institutions. They also have to incorporate the human resources that will adapt to this changes. Therefore the healthcare professionals who are serving at these institutions must be away from inertia. Inertia has the meanings such as laziness, phlegm, crestfallenness, slowness, clumsiness in daily language. Hence, we confront inertia as a term which affects the individuals and ultimately the patients. However, there are several reasons which make it hard for the enterprises to adapt to the changes, preclude them from achieving success and surviving at organizational and managerial level, reduce performance and efficiency of the organizations, and “inertia” could be the most important one among the reasons.

In the healthcare services, patient safety is one the most important element. The term of patient safety covers also hospital management and the entire measures taken by the employees at the hospital. Healthcare institutions carrying out efforts toward becoming accredited shed light on the problematic areas in terms of healthcare through the International Patient Safety Targets, and help ensuring safety of the system in itself. These targets are determination of the patient identity correctly, improvement of the effective communication, improvement of safety of high-risk pharmaceuticals, securing correct party, correct procedure, correct patient surgery, reducing the infection risks associated with the healthcare services, reducing the risk of injury of the patients as a result of the falling events. In line with these targets, efforts need to be carried out in order to increase awareness of healthcare professionals through the patient safety applications that are recommended to be prepared at the healthcare institutions.

The slowness, crestfallenness and burnout statuses of action abilities of the healthcare professionals are likely to lead to problems in realizing the actions within the framework of the patient safety because healthcare sector is has a rapidly changing and developing structure. With respect to adapting to change and development, great duties fall to the healthcare professionals for the sake of the patient’s right to receive care safely. Both healthcare professionals and healthcare institutions must make arrangements with respect to being incorporated in a system which keeps them away from inertia because the results led by clumsiness and negligence damage patient safety.

Keywords: Inertia Statuses; Patient Safety, Healthcare





EUROPEANIZATION OF UNION RIGHTS: A COMPARATIVE ANALYSIS BETWEEN TURKEY AND CROATIA

Zühal Ünalp Çepel

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Abstract

The Europeanization process has a considerable impact on the fundamental rights within the candidate and member countries. Within this framework, reforms on union rights in the domestic realm have been one of the significant determinants of Europeanization. Turkey's harmonization process with the European Union (EU) acquis started in 1999 with Helsinki Summit. In this process, it seems to be essential to make more reforms on union rights. Considering Copenhagen criteria, the problems dealing with this issue pose a serious obstacle to the membership process of Turkey. On the other hand, Croatia which became a candidate country in 2004 and was granted the membership status in 2013, passed through a rapid harmonization process on union rights. The paper is based on the Europeanization literature in defining union rights. It is aimed to find answers to the questions of which steps were taken in Turkey and Croatia within the context of freedom of association and social dialogue, why Croatia came a long way in those matters although the country started negotiations with the EU much later than Turkey.

Keywords: Freedom of Association; Trade Unions; Social Dialogue; Turkey; Croatia



PERCEPTION OF SOCIAL GENDER EQUALITY IN NEW MEDIA**Kübra Küçükşen***Necmettin Erbakan University, Health Science Faculty, KONYA/ TURKEY***Abstract**

Social gender is a concept that is used to describe the roles to be fulfilled, behavioral patterns and duties and responsibilities expected from males and females in socialization process according to the culture of the society where they live in different from biological gender. Media is a significant tool for determination and internalization of social gender roles. In parallel with social change and transformation, the change had in mass communication tools become effective in every field. New communication aspect called as new media provide opportunity for individuals to express themselves and present their opinions on every issue freely different from other mass communication tools.

The comments made over the concepts of “social gender equality” and “social gender inequality” in web site called “Ekşi Sözlük” and “Uludağ Sözlük” were reviewed in this study and it was targeted to research the perception of social gender. Being an environment where an issue is discussed by people in several numbers and having quite different opinions in different perspectives, social networking sites provide an important source of knowledge to the forms of peoples’ understanding and interpretation of social life. According to the data obtained in the research, the perception of social gender has still been produced in new media. However, it can be said that social gender perception is directed through the course where the understanding of “difference is not inequality” with an upper point of view exceeding the concepts of equality and inequality is grounded on in new media despite adopting an opponent discourse on the contrary to mainstream media.

Keywords: New Media, Social Networks, Social Gender, Gender Inequality

**THE INFLUENCE OF NATIONAL CULTURE ON ORGANISATIONAL CULTURE OF NIGERIAN ENTERPRISES****Bisi S. Olawoyin***Department of Management & Accounting Obafemi Awolowo University, NIGERIA***Abstract**

While there appears to be some general agreement that organizational culture should derive, at least in part, from the diverse cultures of its employees in order to ensure harmonious relationship; there is no such agreement as to what specific cultural traits best explain effective organizational culture. This paper thus attempts to investigate the relationship between national culture and the organizational culture of selected Nigerian enterprises. It sought to identify cultural perceptions that influence managerial behaviour in Nigerian business organizations.

National culture and organisational culture in different parts of the country were investigated through the use of questionnaire administered on employees and managers via postal and electronic mails. A total of 124 usable questionnaires were returned. Descriptive statistics were used to analyse the results.

Regression results showed that many of the dimensions of national culture have no significant relationship with organizational culture except for language and religion. Correlation analysis however provide additional evidence of association between national culture and organizational culture.

The paper concludes that the size of the organization and the educational attainment of majority of its employees can serve as significant moderating factors for this association. Managers are therefore more likely to get cultural diffusion with increasing size of their organization and higher literacy among their employees.

Keywords: National Culture, Organisational Culture, Managerial Behaviour



**EXPECTATIONS FROM AND CRITICISMS OF REGIONAL DEVELOPMENT
AGENCIES WITHIN THE CONTEXT OF GLOBALIZATION****İsmail Sevinç***Selçuk University, Health Sciences Faculty, Dept. of Health Management, KONYA/TURKEY***Abstract**

Development agencies which operate at regional scale and which emerged as institutions constitute institutional structures of development at regional level. They emerged as a result of the need to gap developmental differences between regions which emerged because natural, economic and social conditions show difference among regions. Not correcting the imbalance between regions causes the growth rate of the country to slow down, the production resources of the country to flow to more developed regions, vulnerability in economic and social structure. Development agencies as new structures were designed as structures that can make sensitive and small interventions for the system to function more speedily instead of working in fundamental issues that fall into the responsibility area of the existing institutions. Making interventions and providing services that can create multiplier effect and excitement, and contributing to the activities of both institutions and existing businesses which are the most important elements of economic and social development, paving the way for investors can be listed among the duties of development agencies. The importance of development agencies increased with globalization all over the world. Rising expectations from agencies because of their potential to reveal local dynamics and to contribute to the country's economy, and some structural and functional criticisms are the subjects of this study.

Keywords: Globalization; Development Agencies; Expectations and Criticisms

**PUBLIC REVENUE LOSS IN FORMAL ECONOMY: CASE OF TURKEY****Özgür Saygın***Dumlupınar University, KÜTAHYA/TURKEY***Ulvi Sandalcı***Dumlupınar University, KÜTAHYA/TURKEY***İnci Sandalcı***Dumlupınar University, KÜTAHYA/TURKEY***Abstract**

Governments need revenue to fulfill basic public service. Tax revenues are one of the most important sources of income for the fulfillment of this service. As a result of this each state needs an effective tax system well-functioning. Therefore, effective and efficient collection of tax revenues and providing entry at the least cost to the treasury is a great importance. As long as this activity cannot be achieved, the relationship between the state and taxpayers will affect adversely. Various costs of taxation, tax amounts which be waived, the operational costs of tax administration, the costs of tax burden in the process of a lawsuit and in the way of accrual-collection time lag lost revenue that be caused by inflation reduce tax collection efficiency.

In this study, it was examined that what kind of losses of taxes in the process of accrued or unaccrued it was registered to tax administration were collected. Besides, it was calculated that how much of the state should collect taxes in one year was loss through examing tax collection costs, tax expenditures, costs of tax administration and Olivera-Tanzi effect. For an effective tax system it was offered suggestions by dwelling on costs should be considered and to be reduced.

Keywords: Olivera-Tanzi; Tax Expenditures; Tax Amnesty





ANALYZING THE RELATIONSHIP BETWEEN LEISURE CONSTRAINTS AND LEVEL OF LONELINESS OF THE STUDENTS IN CREDIT AND DOR- MITORIES INSTITUTION

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Abstract

The aim of this study was to investigate the relationship between students' leisure constraints and level of loneliness in state credit dormitory foundation. A total of 342 people (\bar{X} age: 21.26 \pm 1.75) including 189 men (\bar{X} age: 21.6 \pm 1.82) and 153 women (\bar{X} age: 20.84 \pm 1.58) took part in the study. Formed by Russell, Peplau, and Cutrona (1980), revised by Russell (1996) and adapted by Durak and Şenol-Durak (2010), the UCLA Loneliness Scale was used to measure the participants' levels of loneliness. The scale is a 4- point Likert-Scale and consists of 20 items. To measure the participants leisure constraints, the "Leisure Constraints Scale" which was formed by Alexandris and Carroll (1997), whose Turkish version's validity and reability study was conducted by Karakucuk and Gurbuz (2006) and whose short form was created by Gurbuz, Oncu and Emir (2012) was used in the current study. The scale is a 4- point Likert-Scale and consists of 18 items and 6 sub-scales. The Random Sampling Method was used to determine the participants of the study. For data analysis, descriptive statistics and correlation analysis were used. According to the correlation results, it was seen that there was a positive and mid-level relationship between the level of loneliness and leisure constraints. The results of the present study were discussed in consideration of previous findings about the level of loneliness and leisure constraints.

Keywords: Leisure Constraints; Loneliness; Relation



**A RESEARCH TO DETERMINE THE IMPACT OF THE POLITICAL MARKETING TOOLS ON ELECTORAL BEHAVIOR: THE CASE OF DICLE UNIVERSITY FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES****Halil İbrahim Şengün***Dicle University, DİYARBAKIR/TURKEY***Abstract**

The main goal of political parties and candidates, who often encounter the voters during the election period and after, is achieve the highest votes with the lowest price. During this period that the choice of voter is getting indecisive and the importance of ideologies is losing with the effect of globalization, it is seen that there are also many similarities in rhetoric and propaganda of political parties. This competition fact caused by these similarities, made it necessary to be stand out with a great different efforts regarding the reaching the highest potential votes of the leaders of political parties or candidates and thereby winning the election. In our study, the efforts and workings of political parties performed during the election period or before were examined as applied in regards to political marketing so that political parties achieve higher ratings to influence the choices of the voters towards their own ideas. In this context, the voting habits of the students educated in Dicle University, Faculty of Economics and Administrative Sciences Department of Business Administration and the role of political marketing tools in formation of political preferences were analyzed statistically. For this research, 240 students were selected from nearly 1590 students educated in Faculty of Economics and Administrative Sciences Department of Business Administration at Academic year 2013-2014 spring semesters. Convenience sampling method is used in the study. Required data has been obtained from these students with face-to-face survey method and attempted to determine the student's opinions.

The data obtained as a result of the research was analyzed with statistical analysis such as frequency, correlation analysis and factor analysis.

Keywords: Politic Marketing, Voiter, Voiter Behaviour





THE TEACHERS' VIEWS RELATED TO THE LEVELS OF SCHOOL PRINCIPALS' DEMONSTRATING INSTRUCTIONAL LEADERSHIP BEHAVIORS

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Emine Önder

Mehmet Akif Ersoy University, Education Faculty, BURDUR/TURKEY

Abstract

In this study, it was aimed to determine the views of teachers related to the level of primary school principals demonstrating instructional leadership behaviors. The study group composed of 10 teachers from five primary schools, in the center of Burdur province. In the research which was a qualitative study, phenomenology design was used. The data used in this study were obtained through semi-structured interview technique. The data of research were analyzed by using descriptive analysis method. In the result of research was understood that the most of school principals have set goals and objectives related to school's mission and vision, but they didn't express clearly these to teachers and employees and it was apparent that the school principals didn't have the strategy for achieving the goals and objectives. In addition, it was determined that in order to provide the necessary opportunities and environment for the implementation of educational programs, school principals generally tried to meet the needs of school and to improve physical conditions. It was seen that creating a positive school climate and maintaining this atmosphere; school principals mostly was in action for providing professional development, using instructional time effectively, and being appearing person also studies have shown that school principals were insufficient in rewarding studies and encouraging teamwork behavior. It was understood that in order to check and evaluate the teaching process, some of the school principals followed the success of the classes, recognized the successful and problematic students in the classes, visited classes and gave feedback, but it was also found that for this purpose, approximately half of them didn't show any effort.

Keywords: Instructional Leadership, School Principal, Teacher Views





AN ASSESSMENT ON SOCIAL MEDIA SHARES ABOUT FAMILY AND KINSHIP

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Abstract

Today, the increasing use of information technology causes information to be transferred by the way of virtual communication tools. Internet users share our ideas, opinion, and demeanor with other users via social media for examples, forums, blogs, internet groups, internet dictionary, etc. It seems to develop the many innovations, new ideas, new thinking, new habits through this information tools not only informs but also cultural sense. Cultural phenomena are open to change which are living phenomena in time. The present generation have ability of cultural adaptation by means of the environment which is multicultural and multinational, when they should have gained this ability by their family and kinship. Today, the internet and especially social media users have influenced other cultures and societies. The aim of this study is to find out the social media users' perspectives of family and kinship cases. For his aim, the shares which are made on the issues of family and kinship have been examined in the Ekşi Sözlük website. It has been classified the shares of the Ekşi Sözlük author about family and kinship concepts by using the content analysis method and has been evaluated meanings which are attributed on these concepts.

Keywords: Family; Kinship; Culture Change; Content Analysis; Social Media.





A BUDDHIST APPROACH TO ECOLOGY

Rubel Barua

TAYLAND

Abstract

The teachings of the Buddha, although foremost focused on the struggle with the human psychological features of greed, hatred and delusion, nevertheless pay attention to the preservation of nature and the ecological system by engaging in promoting and spreading a non-violent teaching for the preservation of the ecological system- the protection of nature, the forests, wild animals, the earth etc. Indeed, in the ecological sense, there is no any other suitable place than the Earth for beings to survive, at least no other such place has been found at this moment. Humankind faces a direct threat, once the living conditions on earth are damaged.

With regard to the protection and safeguarding of the ecological system and its animals the rule of non-harming or no-killing is the most observable precept for the Buddhist. In addition to the idea of non-harming, Buddhism proposes the philosophy of loving-kindness towards all living things visible and invisible, which should be protected as a mother protects her children. Ultimately, because of mercy and kindness towards living beings, Buddhism proposes a philanthropic attitude- the compassionate empathy for all forms of life- which undoubtedly qualifies the conservation of the ecology.

Buddhist monks who are dependent upon ecological conditions for the survival of their life-style, practice disciplinary rules to preserve the forests while living in the forests and provide good examples how to preserve nature while being with nature. In this sense, Buddhism and nature are inter-related and inter-dependent.

This paper attempts to show Buddhist engagement in ecological systems and how Buddhist thought and texts encourage followers to be with nature. Furthermore this paper will examine how Buddhist concepts of a simple but contented life with few belongings, expressing love towards all, caring and sharing, contemplative of inward and outward circumstances and developing a comprehensive understanding of oneself and the world at large- challenge and confront today's ecological challenges.

Keywords: Buddha, Buddhist, Ecology



**INTERTEXTUAL RELATIONSHIPS IN TONI MORRISON'S *THE BLUEST EYE*****Bülent Cercis Tanrıtanır***Yuzuncu Yil University, Faculty Of Letters, VAN/TURKEY***Kıvılcım Uzun***Yuzuncu Yil University, School Of Foreign Languages, VAN/TURKEY***Abstract**

Toni Morrison is mostly known for frequently bringing up the problems of African-American people living in the US and of the black women in particular and social issues like racism, discrimination, feminism and male domination. She is also famous for revealing starkly the lives of African American society within dominant American culture from past to present. Morrison strengthens her fiction by establishing a close relationship between her stories and various texts as a significant characteristic feature of the postmodern period that she also belongs to. This close relationship can obviously be seen in *The Bluest Eye* which is the first novel of Morrison. In *The Bluest Eye*, she shows how the incidents that are the symbols of happiness for white society affect the African-American people by referring to a famous child story Dick-and-Jane that is well-known for American society. Furthermore, entitling the chapters of the novel as a season, she negates the features which people associates with seasons for African people living in the US. This study aims to examine the intertextual relationships in *The Bluest Eye*.

Keywords: Intertextuality; Postmodernism; Toni Morrison; African-American Society



TORTURE, VIOLENCE AND APARTHEID IN ANDRÉ P. BRINK'S *A DRY WHITE SEASON*

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Abstract

The preoccupation with skin color and other physical qualities of black men to legitimize colonialism and imperialism were of significance in South African history. Compared to the other colonized countries in African Continent, the implementation of racism, discrimination, and exploitation in South Africa was unprecedented because apartheid was employed to the majority of blacks systematically and institutionally by the colonizer countries. Apartheid régime, as an official policy of the Afrikaner government between 1948 and 1990, created huge disparity and discriminations between the whites and non-whites in South Africa.

Published in 1979, *A Dry White Season* is André Brink's fifth novel and it presents the enigmatic events that happen to Ben Du Toit and many other black characters. The novel is the account of subjugation, illegal detentions, and murders of black people under the custody of the security police during and after of the Soweto uprising (1976) in South Africa. Setting his novel within the backdrop of the Soweto riots, Brink chooses a nameless white narrator to narrate the turbulent events which are reflecting the brutality of apartheid during the 1970s and 1980s. Contented with his wife and his three children, Ben is killed mysteriously in a hit and run accident. The mysterious death of the protagonist and the events in which he is involved are narrated by a nameless narrator who was Ben's former university roommate. In the novel, the protagonist questions the obscure events that the blacks are exposed to and his awareness is heightened as he gets gradually involved in the events. By disregarding the intimidation and seizures, Ben assumes responsibility to research the illegal detentions and tortures individually. This study explores the issues of torture, state violence, arbitrary arrests, and illegal imprisonments of black peoples during the apartheid years in South Africa.

Keywords: André P. Brink, *A Dry White Season*, Torture, Violence, Apartheid, South Africa, Victimization.



**DEVELOPING THE SKILLS FOR DEMOCRATIC CLASSROOM MANAGEMENT IN HIGHER EDUCATION SCALE (SFDCMIHE): A CASE STUDY FOR RELIABILITY AND VALIDITY****Bahadır Gülbahar***Ahi Evran University, KIRŞEHİR/TURKEY***Hatice Ergül***Ahi Evran University, KIRŞEHİR/TURKEY***Abstract**

The present study aims to develop a reliable and valid measurement tool for instructors' skills for democratic classroom management at higher education institutions. Expressions prepared and analyzed along with this purpose in 5-Scale Likert Model were applied on 323 teacher candidates. The factor analysis reveals that the scale is composed of six dimensions. These dimensions are respectively composed of 5, 3, 11, 4, 5 and 7 expressions. The first dimension concerns "establishing justice and equality", the second concerns "inclusion of students into decision making", the third concerns "watching for human rights, freedoms and benefit of students", the fourth concerns "tolerance and emphatically thought", the fifth concerns "informing students / cooperating with students" and the sixth concerns "ethical behavior". Based on the analyses of items according to item-scale correlation, 35 of the 60 items included in trial application were found qualified to be included in the final scale. Internal reliability coefficients of these dimensions were estimated as 0.94, 0.89, 0.84, 0.82, 0.71 and 0.70 respectively. All these results suggest that developed scale is sufficient to be utilized in measurement of democratic classroom management skills of instructors at higher education institutions.

Keywords: Higher Education, Democratic Classroom Management, Developing Scale.



**IKEA ADS IN THE CONTEXT OF INTERCULTURAL****Rana Nur Ülker***University of Marmara, Communication Faculty, İSTANBUL/TURKEY***Abstract**

The concept of globalization gained speed with the technological development since the second half of the XXth. century. Globalization effects whole daily life such as technological devices, mass communication and people's mentality. Globalization effect both daily life and marketing strategies. People to be informed easily about everything with the concept of globalization. We can say borders are disappearing inside world. This situation prompt big brands to do new marketing strategies beyond the transfrontier. Global brands develop local strategies and it seems that the culture effects preference of customers. Also different cultures affect on daily routine, such as food culture, clothes and consumption culture. Therefore, global brands should analyse on regional markets. Ikea practising glocal marketing strategies and apply different approaches to different cultures. This study analyse intercultural ads of Ikea's.

Keywords: Ikea Ads,;Intercultural Advertising; Globalisation; Glocalisation





GABRIEL GARCÍA MÁRQUEZ'S *ONE HUNDRED YEARS OF SOLITUDE* AS A GROTESQUE MAGICAL REALIST TEXT

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Abstract

Since the 1960s magical realism has been a significant narrative mode used by postmodernist and postcolonial authors all over the world. Disregarding the conventional classical realism and its techniques, magical realist authors have used postmodernist techniques to achieve their postcolonial aims. Their attempts to find innovative techniques have resulted in embracing the Rabelaisian aesthetics and Bakhtinian concerns in their works. Grotesque realism is considered a type of magical realism. Thanks to the embrace of the magical, the improbable and the profane, grotesque magical realist texts reflect a strong regenerative carnivalesque spirit and a general worldview in popular carnival forms.

The most renowned exponent of magical realism from Latin America is Gabriel García Márquez, the winner of the 1982 Nobel Prize in literature. *One Hundred Years of Solitude*, the Colombian author García Márquez's magnum opus, is generally regarded as the masterpiece of magical realism. *One Hundred Years of Solitude* employs carnivalesque-grotesque features and stands out for its carnivalesque spirit. To convey his message, García Márquez mostly relies on Bakhtinian concerns such as folklore, folk laughter and carnivalesque. The aim of this study is to analyze the carnivalesque-grotesque features used in the novel and their contribution to García Márquez's meaning. Thus, this paper attempts to scrutinize *One Hundred Years of Solitude* as a grotesque magical realist text.

Keywords: Gabriel García Márquez; *One Hundred Years of Solitude*; Grotesque Magical Realism; Carnivalesque-grotesque; Postcolonialism.





SOME TEETH AND SKELETONS ANOMALIES REFLECTED SOCIAL- CULTURAL LIFE OF ARCHAIC PEOPLE

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Abstract

Some social-cultural activities on the men's life effect on their biological structures and so bring about some anomalies on teeth and skeletons. The purpose of the study is identified these activities on the men's life bringing about anomalies on the teeth and the skeletons and assessed how these data are important for anthropological studies. To this end, is surveyed articles and public having reference to the anomalies. It is tried to show the information obtained in these negotiations reflected to be an association between the possible reasons of the anomalies and social-cultural life of men's life. It is determined that some of these anomalies resulted from traditional applied consciously and some also came from sitting motion or occupational treatment related to daily activities.

Keywords: Tooth, Skeletal, Anomaly, Culture, Anthropology.



**CONSUMPTION PATTERNS WITH INNOVATION AND ADVERTISE-
MENT CORRELATION: A STUDY FOR COLLEGE STUDENT²****Recep Aslan***Dicle University - Faculty of Economics and Administrative Sciences, DİYARBAKIR/TURKEY***Mustafa Zincirkıran***Dicle University - Faculty of Economic and Administrative Sciences, DİYARBAKIR/TURKEY***Abstract**

Globalisation has been increasing the rivalry some more day by day in the business world and has been causing new markets to be created, leading the companies to new searches. Companies were forced to innovate in order to stand and compete in this newly formed market environment by adding new features to the product and goods and developing them to influence the consumer preferences and their tendency to purchasing. This makes the innovation to become essential as well. Business executives are seen to be effective and try to ensure regularity on consumers' purchasing tendency by making use of advertising during the promotion stage of products which were varied and renewed, in other words, the products that go through the process of innovation.

This research was made with the aim of fixing the correlation between innovation, advertisement and consumption patterns of consumers. In this context, impact level of the innovation on consumption patterns has been tried to be determined. Furthermore, what is the extent of advertising effect while new products, goods or services arrives to the consumers and the correlation between innovation, advertising and consumption patterns builds up the general framework of the study.

In the research, field study for university students who were participants as sample as well as literature search from scientific research methods. Suggested hypothesis were tried to be determined by analysing the data which was acquired from the conclusion of field study analysed with SPSS analysis program, t-test, Anova analysis, factor analysis, regression and correlation analysis.

In the conclusion of research, significant correlation between innovation, consumption patterns and advertising were determined in the research that was conducted on university students who were participants as samples. Moreover, substantive interactions were retained on some demographic variables of innovation, consumption patterns and advertising. A strong positive linear correlation were determined between innovation and consumption patterns. There is a strong positive linear correlation between consumption patterns and advertising. And a strong positive linear correlation were retained between innovation (proactivity) and advertising.

Keywords

Innovation (proactivity), Advertising, Consumer, Consumption Patterns, College Students and Dicle University

² This study was derived from Recep ASLAN's master's thesis named CONSUMPTION PATTERN WITH INNOVATION AND ADVERTISING RELATIONS: A STUDY FOR UNIVERSITY STUDENTS with the consultancy of Asst. Prof. Dr. Mustafa ZİNCİRKIRAN.

**PEDAGOGICAL FORMATION PROGRAM STUDENTS' ATTITUDES
TOWARDS TEACHER PROFESSION KNOWLEDGE****Mehmet Erkol**

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Şeyda Gül

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Abstract

The aim of this research to examine the comparison of pedagogical formation program students' attitudes towards teaching profession in terms of gender, age and departments. The sample consists of totally 257 students who attend a pedagogical formation program at biology, physics and chemistry and mathematics departments of Afyon Kocatepe University during 2014-2015 semester. This is a comparative study which is commonly used in quantitative research approaches. The findings indicated that both pedagogical formation program students' attitudes towards teaching profession were generally in high level. Examining the findings in terms of gender, there was statistically difference in favour of females ($p < .05$). Examining the findings in terms of age, there was no statistically difference, but mean scores of the students in 20-25 age group were higher than the students in 26 and over age group ($p > .05$). In addition, the findings obtained in terms of departments indicated that there was statistically difference ($p < .05$) and this difference was caused by high scores of mathematics department. As a result of analyses were suggested in a variety of solutions.

Keywords: Formation, Attitude, Teaching Profession

**AN INVESTIGATION OF PROSPECTIVE SCIENCE TEACHERS' CONCEPTIONS TOWARDS THE NATURE OF SCIENTIFIC KNOWLEDGE****Şeyda Gül**

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Mehmet Erkol

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Ersin Kıvrak

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Abstract

The aim of this study is to determine prospective science teachers' conceptions towards the nature of scientific knowledge and to investigate in terms of different variables. The sample of this survey study comprised a total of 196 prospective science teachers from Ataturk University during 2013-2014 spring semesters. Nature of Scientific Knowledge Scale which was developed by Rubba and Andersen (1978) and adopted by Kılıç, Sungur, Çakıroğlu and Tekkaya (2005) was used. The data were analysed using descriptive statistics and multivariate analysis of variance (MANOVA). The findings indicated that prospective teachers generally had moderate conceptions towards the nature of scientific knowledge. Examining the findings in terms of sub-dimensions, it was determined that prospective teachers' conceptions were in intermediate level for all dimensions, but their average scores for sub-dimensions "amoral" and "parsimonious" were less than the other dimensions. In addition, the findings indicated that there was no a statistically significant difference between female and male prospective teachers in terms of both overall scale and sub-dimensions. The findings also indicated that there was a statistically significant difference between grades in terms of sub-dimension "amoral", "testable" and "unified". Post-Hoc tests indicated that these differences was caused by 3th and 4th graders because of the fact that 3th graders had highest score and 4th graders had less score than the others.

Keywords: The Nature of Scientific Knowledge, Science Prospective Teacher, Conception



THE OPINIONS OF PARENTS WITH CHILDREN AGED 0-6 ABOUT FATHERHOOD ROLE

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Abstract

The purpose of this study is to examine parents who have children between the ages of 3-6 about fatherhood role. This research comprises voluntary mothers and fathers having children between the ages of 0-6 who live in Antalya. The design of this study is qualitative phenomenological research in nature. Interviews were made with voluntary mothers and fathers within this research. Data collection was done through a semi-structured interview form. A pilot study was done with the interview form also functionalities of questions were checked. After pilot study, the interview form was formed and applied to participants. The data obtained were coded and analysed through content analysis. The findings obtained are significant both in term of analysing the views of parents about the role of father on child development, participation of father on child care, the role of father on child training and revealing the similarities and differences of parents' views on the role of fatherhood.

Keywords: Play; Parents; Child; Participation to Play.





MUSLIM IDENTITY BETWEEN THE "RELIGIOUS PLURALISM" AND "PERCEPTION OF ABSOLUTE RELIGION" IN EUROPE

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Abstract

The "Religious pluralism" constitutes one of the main parts of the sociology of the European continent. Today, different religions which practiced in Europe, makes the "religious pluralism" necessary for a harmonious social structure. Theoretically, we can assume that the Europe's secular democratic structure provides a suitable environment to religious pluralism. But when it comes to Muslim population, activity of this population as an effective subject, force us two-sided analysis including the Muslim population and Europe.

We begin the analysis by asking the following question: Can Muslims living in Europe develop a discourse based on religious pluralism? In the light of recent researches - Although has increased partly compared to the past- It is understood that the pluralistic religious discourse has not been developed yet. The idea of the absolute religion which carried out over times never loses its influence in the mindset of Europeans against the pluralist approach. Islamic discourse that has been cover a wide area of daily life press the Muslims between the religious freedom and rules of the secular democratic structure often. Most of the European Muslims strictly believe that their freedom of religion is being restricted on behalf of laicite.

Besides that there's seems a serious softening among European Muslims about the participate in rituals carried out by members of other religions. For example, most of the Muslims think that the Christianity has been historically distorted but they do not consider participating to some church rituals inconvenient. -provided that the discourse based on the perception of absolute religion is related to the concept of pluralism and the increase in participation in other religious rituals to the "religious tolerance"- In the last remark it could be said here about Muslim identity in Europe: On the one hand there continue the tenet of religious pluralism to remain under the strong influence of traditional Islamic discourse but on the other discourse based on religious tolerance is now developing rapidly.

Keywords: Europe; Islamic Identity; Religious Pluralism; Absolute Religion Discourse; Religious Tolerance





DOES IMAGE AND SATISFACTION EFFECT STUDENT LOYALTY? A RE-SEARCH IN ULUDAG UNIVERSITY

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Abstract

An increase in the number of the universities in Turkey leads to increase in the number of the alternatives of the choice of students. Universities increasingly pay importance to build their and curriculum's image and increase service quality by improving provided opportunities for ensuring student loyalty and continuity of the loyalty in the competitive conditions. It is supported with encountered studies in the literature that said factors are the most important factors which have effective power on student satisfaction between many effective factors. At this direction, with the acquired data from the students of Uludag University, Faculty of Economics and Administrative Sciences, the effect of service quality, student satisfaction, the image of university and the image of curriculum on the student loyalty as a dependent variable is aimed to be examined. Study has a quantitative research methodology and at the end of the statistical analysis findings and recommendations for future research will be shared.

Keywords: The Image of University; The Image of Curriculum; Student Satisfaction; Student Loyalty





THE ADAPTATION PROCESS OF VISUALLY HANDICAPPED INDIVIDUALS INTO SOCIAL LIFE : THE EXAMPLE OF BESEVLER METRO STATION TECHNOLOGY AND LEARNING CENTER FOR VISUALLY HANDICAPPED CITIZENS

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Abstract

This is a descriptive research prepared with qualitative data collection and analysis.

Visually handicapped individuals are the ones who lost their ability of sight completely or at a certain extent by birth or by an external factor. After these individuals lost their ability of sight, they confront lots of social problems like socializing and blending into society.

Nonetheless, these individuals also suffer from the insufficiency of the books with Braille letters and mp3 records of these books which can help them to develop themselves in educational and personal level, and the absence of “jaws” program which is a vocal reader for the computers. In this respect, this study is done in Ankara Beşevler Metro Station - Learning and Technology Center For Visually Handicapped to examine effects of using, possessing technology over visually handicapped people’s lives and to show the difficulties that these people run into on their process of adjustment, orientation of social life. The main aims of this study are to illustrate the difficulties that these people experience while they try to create a living space, a life for themselves, problems come along with the point of view of the society towards these people, and lastly within this context stating the alterations in their lives that come along with the technological advancements.

Keywords: Disability, Social Life, Visually



**DESCRIBING THE DIFFICULTIES OF URBAN AREAS FOR PEOPLE
WITH DISABILITIES****Seçil Sanıyaman***Hacettepe University Faculty of Letters, ANKARA/TURKEY***Gamze Su***Hacettepe University Faculty of Letters, ANKARA/TURKEY***Özgül Sezer***Hacettepe University Faculty of Letters, ANKARA/TURKEY***Abstract**

Currently, as one of the important research areas, disability can be defined as the limitations of people's abilities, capacities or skills and the situation of not being able to accomplish their social roles completely. To be included to social life for people with any kind of disability can only be possible if society meets their needs. From this point, people with disability could move freely and easily in their social world only if there is a social organization which is set in person-society basis. Therefore, establishing physical and social infrastructure for people with disability in order to meet their requirements is basic dynamics of social organizations. It is important to note that in the scope of work it would be useful to describe how and in which conditions these people maintain their daily lives and to get general explanations about it as a result. This study has emerged as a result of the observed center of province of Ankara, Kızılay and Beytepe Campus of Hacettepe University. It aims to answer the questions such as the quality of access to public space during the day, the features of the physical environment, the process of building the presence area for individuals with special needs and the possibility of social organization that will meet the specific needs of people with disabilities.

Guide path for the visually impaired and refraining from too high steps or create a curved path for wheelchair users are some of the major focus of attention. In addition to that, it is also tried to make clear how much individuals in the community care about the system that has been created to meet the basic needs of other individuals with different needs.

Keywords: Disability; People with Disabilities; Urban Area; Social Organization



THE RELATION BETWEEN THE ACADEMIC ACHIEVEMENT IN THE HARMONY COURSE AND THE PROBLEM-SOLVING SKILLS OF THE STU- DENTS IN THE DEPARTMENT OF MUSIC EDUCATION

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Abstract

This study was conducted to identify the relationship between students' academic achievement and problem-solving abilities in harmony classes, included in the 2nd and 3rd year curricula of Marmara University Department of Music Education. The formation of partitions using the interactions between the sounds in composing polyphonic music is a result of the ability to think in terms of alternatives. The hypothesis of the study is that his way of thinking will eventually lead to better problem solving skills.

In this study, carried out with 28 students from 2nd year and 29 students from 3rd year, the GPA's of the students and the results of their problem -solving inventory were compared. As a result, it was observed that students with high academic achievement also have high-quality problem-solving skills.

Keywords: Music Education; Music and Brain; Harmony; Polyphony; Problem Solving





THE 18TH CENTURY'S RUSSIA IN RELATION WITH LANGUAGE AND CULTURE

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Abstract

Language and culture are the most important common features at the stage of formation and development of a nation; in other words, they are the attachment points between the past and future. As in other nations, Russia has followed a specific way to progress and play an active role in the world throughout the history. The attempts of passing a new period by getting rid of the impact of religion are firstly seen at the end of the 15th century at the reign of Ivan III in Russia. However, the real success is possible with the reforms of Petro I. In Russia in which reform in every field is needed, the rapid and effective alteration starting with Petro I shows itself in military and socio-cultural areas. At this point familiarity with the Russian language and culture gains importance in the 18th century which forms the background of the Russian national culture and in Russia of the 19th century that is the most productive age in the areas of literature and culture.

This paper attempts to show how culture which is under the influence of religion at the stage of the formation of literary language, affects the cultural change of the new period, and which way this interaction which lasted until the beginning of the 19th century has followed.

Keywords: Interaction; Language; Culture; 18Th Century's Russia; Petro I.





DESIGNING A RELATIONAL DATABASE TO ALLEVIATE THE IMPACTS OF FOREIGN WORDS ON THE TURKISH LANGUAGE

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Abstract

The emerging developments in the 21st century such as those in politics, culture science and so on affect all individuals as it affects all of the assets in the language used for centuries to communicate with each other and therefore reveals the need for new words. Particularly, the Turkish language based on a very long history has been affected by those developments inevitably. Especially the impacts of technological advancements on Turkish language have been widely seen in the fields of computer, electric and electronics. Additionally, advancements in Information and Communication Technologies (ICTs) with the presence of the Internet have affected the language use in the areas of commerce, education and entertainment. As the rapid advancements in ICTs are usually carried by foreign countries, negative impacts of these advancements can be seen on other languages. The spread of the foreign originated terms impair the tradition of the Turkish language and its image. For instance, the simplest negative impact of foreign words can be seen on the Turkish vowel harmony. As the use of the foreign originated words in Turkish language impairs both the Turkish spelling and utterance, the use of the equivalence of the foreign terms has been perceived as an important solution.

Turkish Language Association (TDK) made available the Turkish equivalence of 1948 foreign originated words on 12 July 2010 using a Foreign Word Equivalence Manual, which is available on-line. Despite of this solution, it is not possible for Turkish speakers and writers to analyse the origins of the words that they select. In particular, the publications such as journals, papers, reports are evident in this case. Therefore, to alleviate the negative impacts of foreign words, a relational database design is needed. Upon the execution of this design, the origin of the words and its equivalence used in papers, journals and reports can be identified with ease by Turkish's speakers and its writers. In this way, before publishing journals and reports, the foreign originated words can be swapped with those words or terms' equivalence in Turkish language. In this way, the impact of foreign languages on Turkish can be alleviated.

Keywords: Foreign words; Turkish; Relational Database; Terms





A STUDY ON JOB FINDING OPPORTUNITIES OF VOCATIONAL SCHOOL STUDENTS BY TRAINING IN BUSINESS SKILLS: CASE OF ER- ZURUM

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Abstract

Accountancy scholarship and accountancy profession are going on preserving their importance and their value in present day as in long years. Undoubtedly, accountant (expert) has an important role in preserving that value. The group called “transition staff” supporting it with its knowledge and talent has a good proportion in carrying out the role of accountancy profession members. And educating that transition staff is one of the missions of Trade and Profession High Schools. The students educated in these high schools can serve not only as transition staff but also as accountant in person in case they have the conditions given in law.

In this paper, job finding opportunities of vocational school students will be studied by training in business skills and there are general informations about vocational schools. Stages of accounting lectures and other lessons were analyzed in these schools. A survey study was conducted on students of general accounting and those who trained in business skills in province of Erzurum. The study was conducted face to face with 235 students in fall semester of 2010-2011. The datas gained from survey were analyzed by frequency analysis and evaluated percentage method. At the end there is a comment about datas.

Keywords: Training in Business Skills, Vocational School, Job Opportunity



WORKLOAD ANALYSIS BASED ON MANPOWER SURVEY IN A COMPANY WHICH PROVIDES HUMAN RESOURCES FOR MUNICIPALITY

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Abstract

Promptness and efficiency concepts are vital for companies nowadays. The companies which have not sufficient quickness and efficiency cannot maintain their competitiveness and survive.

The most important power that a company has in order to endure and are not compete in the market is the labour factor, i.e., it's human resources. Human resources are also a major cost factor. Having an adequate amount of man power which has relevant knowledge and skills is of vital importance. Therefore, determining the quality and quantity of man power and employing them is a necessity for the companies.

In this study, manpower analysis was performed for a company with 6000 workers which was established to provide human resources to the public within a public contract. In addition, training status and tasks of the staff in the selected sample were compared. In the study, the company made a distinction was drawn between the educational level of workers and. the inconsistent training and work tasks (harmony / relation) were examined.. Employees were differentiated according to their educational status, and coherence between the task and the education were examined. It was proposed that the overqualified staff should be employed for the tasks required more skills.

In the study, average annual work hour were accepted as 1500 by subtracting annual leaves, vacations and other non-productive times from the annual work hours. Then, personnel or task based work load tables were generated by calculating the average annual frequency and the unit of durations of the tasks. Status of the people who worked above or below these durations were examined. Plus, man power that was needed by department was calculated. Man power surplus was also among the examined subjects.

Consequently, it is important to choose the right quality and quantity of human resources, to accurate their positioning to complete the missing skills through education. Determination of the baseline has been accepted as a starting point for the study. According to these quality missing/surplus calculations new staff should be searched for and the existing staff should be repositioned in different ways, staff lacking of qualifications should be given training in order raise their levels.

Keywords: Labor, Manpower, Manpower Planning, Workload Analysis



THE USE OF WOMEN'S MEMOIRS IN HISTORY EDUCATION

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Abstract

Memoirs are based on personal memories and knowledge, as a genre may focus on a vital event in the life of an "ordinary" person, a critical incident in which the writer speaks as witness or protagonist. Historians started to pay attention to the memoirs, which gained literary importance in 19th century, with the effect of the change in historical thinking. They are much interested in the memoirs as primary sources.

When it came to women's history, such personal resources have become more important for historians. One of the most important ways to achieve women's history was to research women's writing and testimonies because there was no enough information about women's history in conventional historiography.

The use of women's memoirs as historical sources is an important step on behalf of history. The use of women's memoirs to support and widen the historical knowledge will make it functional in historical literature. Women's history partly began to take a place in history textbooks in Turkey with the effect of the changes in historical thinking and teaching history.

The use of the works which are the reflection of women's feelings and thoughts in history textbooks will make an important contribution to the history classes. In this study, It was tried to reveal the contribution of women's memoirs obtained from literature review to the history textbooks. Some suggestions have been developed on how and where to use the women's memories. Difficulties about the use of women's memoirs as a historical document have been questioned. In this study, it is foreseen that women's memories are important tools to integrate women's history into the history textbooks. It is obvious that historical events written from the point of women will give a multifaceted perspective to history textbooks.

Keywords: Memoirs, Women's Memoirs, Education, History Education



**OPINIONS OF SENIOR SOCIAL WORK STUDENTS ON THEIR EDUCATION
AND PROFESSIONAL EXPECTATIONS****Melahat Demirbilek****Safiye Özdemirhan****Mehmet Yiğit****Leyla Özdemir****Hasan Yüksel****Ömer Özdemir***Ankara University, ANKARA/TURKEY***Abstract**

The objective of this study is to determine the opinions of senior (4th year) social work students in Ankara University and Başkent University on their educational and professional lives.

This research is a descriptive study. The population of this study is the senior (4th year) social work students in Ankara University and Başkent University. The sample is selected via simple random sampling and in total 98 students voluntarily participated in the study, 61 of them being from Ankara University and 37 from Başkent University. The data is collected with a questionnaire, which consists of two parts. The first part of the questionnaire has socio-demographic questions whereas the second part of the questionnaire includes questions about social work education and occupational expectations, which are developed by the researchers. The data is analysed with SPSS 16.0 statistical programme, and frequency distribution (f), percentages and Chi-Square test(X²) techniques are used.

According to the analysis results, the percentage of Ankara University students, who stated that their excitement, hope and expectations have decreased after starting the programme is higher compared to Başkent University students. 47.6 % of Ankara University students and 59.4 % of Başkent University students think that some courses are not relevant for their degree. The percentage of Başkent University students who think that academic staff at their university is competent is 78.4 % whereas this number is much lower for Ankara University students (26.2 %). The percentage of students who think that social work is underdeveloped in Turkey is higher among Başkent University students compared to Ankara University students. 54 % of Başkent University students and 39.3 % of Ankara University students think that they will easily find a job after graduation. The percentage of agreeing with the statement that social work is a future job is 89.2 % among Başkent University students and 67.2 % among Ankara University students.

Keywords: Social Work, Social Work Education, Social Work Profession



**WOMEN DETECTIVES IN CRIME FICTION: THE CASES OF ME-
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As a literary genre which makes the reader curiosity and wonder arise, crime fiction is based on a crime committed in the real life and veiled by mystery. The reader gets caught up in the events centering around a mystery and these events are presented with continuously increasing suspense. This is the main reason for the interest in this literary genre since its first appearance. Crime fiction was first introduced in 19th century when trials proceeded on the basis of verbal confessions rather than “scientific evidence” were prevalent. The main characteristic of this genre is that there is an intervention in the social order that is called a crime and this is followed by the restoration of the order by the figure of detective. This figure is usually represented by a man who generally utilizes scientific methods and analytical thinking skills but also knows how to use his physical power when necessary. Though there is an undisputable dominance of male figures in detective novels, after World War I, some works putting female figures into the center were penned. The heroine first coming to the mind as a female detective is Jane Marple of Agatha Christie. In our crime fiction, there are also some famous female detectives. Esra Türkekul’s Berna, Sibel Köklü’s Rüya Keskin, Piraye Şengel’s Azade are among them.

The present study aims to address the female detective novels written as alternative to male-dominant novels. In the present study, Çağan Dikenelli’s Melek Teyze, who is from the real life and Esmahan Akyol’s Kati Hirşel, who is a German women engaged in book selling business in Istanbul, are analyzed from a sociological viewpoint in relation to their adventures “not full of blood” on the basis of social gender discussions. The study questioning the validity of frequently emphasized “Woman” category (emotional, vulnerable, domestics, irrational) in crime fiction from a critical viewpoint. In the study, it is argued that female detectives are not commonly encountered in the mainstream detective novels can utilize different feminine experiences as well as wisdom, technical knowledge and scientific methods required for the solution and prevention of the crime.

Keywords: Sociology of Literature, Detective Novels, Women Detectives, Gender



**GLOBALIZATION, CORRUPTION AND THE UNCERTAIN FUTURE OF
CHARACTER OF THE NIGERIAN STATE: WHERE IS THE GAP AND THE
COMPROMISE**

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Abstract

This paper tends to look at globalization as a multi-dimensional process with high level of uncertainty to the Nigerian future, this paper see globalization as not the panacea of Nigerians problem as it has been existing seen time immemorial and has not actually solve the Nigerian problem. Rather this paper strongly argue that for Nigeria and Africa countries as a whole to benefit from globalization, lot of restructuring must be done by curbing the incidences of corruption and other forms of indiscipline as well as initiate and implement policies that will initiate and implement policies that will minimize the harmful effects of globalization. This paper tends to look at the missing link between the existing gaps and how to bridge the compromise that may exist in restructuring the existing damage that has been cause by globalization etc.

Keywords: Globalization, Character of the State, Corruption, The Gap and the Compromise.





FINANCIAL SUSTAINABILITY OF MFIS - KEY FACTOR FOR THE GROWTH AND DEVELOPMENT OF SME'S IN ALBANIA

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Abstract

The Albanian economy, as an economy of a developing country actually characterized by a positive trend upward. Macroeconomic indicators are demonstrating relatively stability, the financial system is healthy and progressing economic activity. The diversification of the local economy to meet the demands of the free market, increased competition and the dynamics of development, as well as untapped potential in agriculture necessitates the strengthening of relations and cooperation structures for financing sustainable development country. SMEs contribute strongly to economic progress of the country, being considered as the backbone of the national economy. The importance of SMEs mainly valued as they contribute to the growth of employment in the country, producing for the domestic market mainly using national resources. Agribusiness is an integral part of the national economy and requires continued financial support. For several factors they are not supported financially from the commercial bank in Albania.

Microfinance institutions has been a powerful tool for the development of SMEs playing an ever more crucial in improving the living conditions and welfare of the population especially in rural areas, the creation of new jobs while contributing to economic development of the country. This research will study the impact and collaboration of MFIs in Albania, in promoting the creation, growth and development of SMEs, which is closely linked to an important aspect of the activities of MFIs, even with financial stability and increased performance. The financial sustainability of MFIs is a crucial factor in related to the ability to provide services in full compliance with the objectives, scope and mission. Achieving sustainability is a guarantee for MFIs to be safe in their activities in order to consolidate their future. The essence of this paper is to contribute to the theoretical and practical analysis about financial sustainability of MFIs in Albania with regard to strengthening relations MFIs and SMEs.

Keywords: SME, MFI, Financial Stability, Funding Sources





A GENERAL APPROACH TO PEOPLE WITH DISABILITY DESCRIBED IN TURKISH LITERATURE

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Abstract

Disability movements, which began in England and the United States especially after the Second World War, have influenced all countries in the world. After these movements, which aim to change the social repression faced by people with disabilities, disability have started to be seen as an interdisciplinary field. Disability is studied especially in medicine, and other fields such as sociology, architecture, law, psychology and economics. In addition to these areas, disability studies have become an important topic all over the world for literature that is generally considered as a reflection of reality. Literature plays a major role in the transfer and consolidation of existing cultural judgment, attitudes and behavior regarding people with disabilities. It can also be said that literature is a concrete source of general rhetoric, public attitudes and behavior and general perception about people with disabilities. The statements uttered regarding the disability in fictions such as *Çalikuşu*, *Küçük Ağa*, *Yaban*, *Sonsuzluğa Nokta*, *Köyün Kamburu ve Beyoğlu'nun En Güzel Abisi* are not only concrete examples of the attitude of Turkish society against individual concerned, but also cultural elements that have become candidates for the shaping the perception of future generations towards the disabled. Attitudes and behaviors that people with disability face in their social lives are determined by the carrier elements of this culture and as a result of this, it emphasizes the importance of this study. People with disabilities emerge in novels as pitied, excluded individuals with ignored sexual identity. The relationship between social reality and the reflection of these literary expression and its reflections on literature, whose basic cause of existence is aesthetics, are the main topics to be considered in this study.

Keywords: Disability; Novels; Literature





PLACE OF INTERPERSONAL COMMUNICATION IN THE INSTANT MESSAGING APPLICATION: A STUDY ON COLLEGE STUDENTS RELATING TO THE WHATSAPP APPLICATIONS

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Abstract

Today's technology has influenced and changed every area of your life and interpersonal communication formats effect too. Along with these developments, new media and have become indispensable tools in our everyday lives. Societies and life forms has changed by technology and reshaped the way of communication and socio-cultural relations has differentiated. One of the most important indicators of this change and differentiation is “instant messaging services” took place in interpersonal communication tools.

Technology changed traditional tools that are used in interpersonal communication communication between individual or groups of processes, place and space and time began to give way to vehicles without the requirement of instant communication. Online connectivity of mobile phones and face to face communication easy and quick forms of communication that are created without the difficulties of communication people prefer, and use it often. The use of these tools, together with socialization and sociality is experienced as a way of changing the way of communicating has started to change. They are especially frequented by college students preferred instant messaging services with the services provided, it is also becoming more and more popular.

For this study, the most frequently used types of instant messaging, especially among college students was carried out in order to assess the objectives and use of the services. That constitute the universe of the study in Kocaeli University Public Relations and publicity Department 1. and 4. Conducted with survey-grade students in the phenomenon of instant messaging services, usage styles, and selected purposes in terms of “Whatsapp” will be determined in accordance with the sample. The obtained data will be evaluated with the SPSS technique.

Keywords: Interpersonal Communication, Instant Messaging, Whatsapp



**CYBERLOAFING WITH ITS CONCEPTUAL ASPECTS****Aydan Yüceler***Necmettin Erbakan University, Faculty Of Health Sciences, KONYA/TURKEY***Melek Yağcı***Necmettin Erbakan University, Institute Of Health Sciences, KONYA/TURKEY***Abstract**

There has been an increase in the internet use rates in line with the developments in information and communication technologies nowadays. The increasing number of areas which provide internet use and frequent use of the internet in offices and workplaces in parallel with this increase has made use of internet a significant issue which deserves more emphasis. While use of the internet in offices has facilitated the communication among employees, decreased the workload, and enhanced employees' efficiency, it has also brought to the agenda the concept of cyberloafing, which refers to employees' tendency to use the internet facility provided at their workplaces for non-work and personal purposes within working hours in order to loaf at work. This study presents the primary conditions and outcomes of the concept of cyberloafing within the framework of the relevant literature.

Keywords: Cyberloafing, Communication Technologies

**TEACHERS' OPINIONS ABOUT HOW ELEMENTARY SCHOOL TEACHERS WITH INCLUSIVE CLASSROOMS ARRANGE THE LEARNING ENVIRONMENT TO ACCOMMODATE STUDENTS WITH DISABILITIES****Ruhi Uysal***Burdur Ömer Naci Bozkurt Primary School, BURDUR/TURKEY***Mustafa Bilgen***Mehmet AkifErsoy University, Faculty of Education, BURDUR/TURKEY***Sacip Toker***İpek University, Department of Digital Game Design, İSTANBUL/TURKEY***Abstract**

Special education includes educational support services since students who need special education attend the same formal and special pre-schools, primary schools, secondary schools and other educational institutions as their peers who do not have special needs. The aim of this study is to determine how elementary school teachers with inclusive classrooms arrange the learning environment to accommodate students with disabilities.

The sample consists of the willing classroom teachers who worked in the primary schools of the Ministry of National Education in the city of Burdur in the 2013-2014 school year and have or had inclusive classrooms. A review of the literature was conducted to collect data. A semi-structured interview form consisting of 5 questions was prepared in accordance with the opinions of special education teachers, counseling and research center workers, students and field experts. The data collection was carried out using semi-structured interview, a qualitative data collection method. The data analysis was conducted using descriptive analysis and content analysis.

The study found that approximately half of the teachers arrange seating in the classrooms to make them inclusive for students with disabilities. The teachers stated that most of them plan for these students while preparing learning content. Most of them are supported in inclusive education by the parents. Approximately half of them make proper arrangements for the level of students while assessing their achievement. Approximately half of the teachers stated that they have difficulty preparing teaching plans.

Keywords: Inclusive Education; Elementary School Teachers; Students with Disabilities; Learning Environment Arrangements



**REGULATION OF THE SMEs ACCOUNTING RECORDS WITHIN IFRS FOR
SMEs****Ibrahim Çenberlitaş***Dicle University, DİYARBAKIR/TURKEY***Mustafa Eser***Dicle University, DİYARBAKIR/TURKEY***Abstract**

Nowadays, increase of competition, development of market and as a result of this development the confusion in accounting system and the importance of information and the increase of its reliability which is offered to public and third parties are determined the most important factors that affect the duration of the financial reporting standards. The aim of the research based on these factors is reorganizing the statements, which were organized earlier according to Tax Procedure Law (TPL), by applying the International Financial Reporting Standards (IFRS) which was published for Small- and Medium-Scaled Enterprises (SME) as SME-IFRS needed.

The development of international financial market removed the borders among countries and as a natural result of this, the businesses which are active in different countries had to use a common accounting language. As many countries tried to create a common accounting language due to this necessity, it has contributed for these works in Turkey. The first example of these works is International Financial Reporting Standards (IFRS) which was published by International Accounting Standards Board (IASB) and accepted all around the world. These published standards has been prepared as having the qualities of being comparable, understandable and sufficient of meeting the needs for interested parties by providing the statements within the same system. Countries have preferred and started to apply the standards which were published for overcoming the difficulties in transactions with the other countries and accepted all around the world instead of their local standards.

Keyword: Tax Procedure Law, SME, Financial Reporting Standards



**TESTING THE WAGNER LAW FOR TURKEY: TIME VARYING CAUSALITY ANALYSIS****Fındık Özlem Alper***Nigde University, Faculty of Economics and Administrative Sciences, NIĞDE/TURKEY***Ali Eren Alper***Nigde University, Faculty of Economics and Administrative Sciences, NIĞDE/TURKEY***Abstract**

The place and size of the public sector is a very argumentative subject in the economy literature. This contributes to the fact that the actuality of Wagner Law called with the name of the German economist Adolph Wagner is being protected. Wagner has stated that when the income per capita in parallel to the economic and social developments increases, it is inevitable that the relative share of the public sector within economy also increase. Basically, Wagner Law shows that the increase in public expenses is related to the economic growth and that there is a casual relation between economic increase and public expenses. Although there are many studies in the literature analyzing the Wagner Law, there is not a common result about the validity of this law. In the traditional causality tests [Granger(1969), Sims (1972), Hsiao (1981), Toda ve Yamamoto (1995), Hacker ve Hatemi (2006)] it is tested whether a second variable provides beneficial information or not in the prediction towards future. But none of these tests don't measure the symmetrical relation between the series related to time. The casual relation can change in time due to global, economic and political changes. The changing casual analysis and these changes are taken into account through the examined sub periods and the existence of the casual relation is examined. The general operation of the symmetrical casual test can be stated as: First of all, Hatemi-J (2012) causality test is being applied from the first observation to the 20th observation. In the second phase the first observation is removed and this test is applied with the second observation within the observation range and the test is continued until the last observation in the data range is used by adding a new observation to the last observation. In order to test the relevance the test statistics, the test statistics acquired within each observation range is normalized with the bootstrap critical value. Here, both the Wald test statistics and bootstrap critical values change according to the time. Data belonging to 1962-2013 have been used in the study. After Toda and Yamamoto (1995) causality tests have been made with the data, Hatemi-J (2012) causality test changing according to time has been applied. Two basic models in order to test the Wagner hypothesis have been used. These are the Gupta (1967) and Goffman (1968) models. In each model, a casual relation from economic growth to the public expenses according to the Toda and Yamamoto (1995) causality tests couldn't be found. But a causality from economic growth to the public expenses between 1978-1997 with the Hatemi-J (2012) causality test changing according to time applied to both models has been determined.

Keywords: Wagner Hypothesis; Time Varying Causality Analysis; Public Spending.

**CRIMINAL LIABILITY OF LEGAL ENTITIES IN THE LEGISLATION OF
REPUBLIC OF MOLDOVA****Iulia Buravenco***Moldova State University, MOLDOVA***Stela Botnaru***Moldova State University, MOLDOVA***Abstract**

Despite their “vulnerable” existence, the nature of the legal persons, or, to say it in other words, their foundation have interested the doctrine and, separately, even the jurisprudence, different explanations being offered, some of them audacious, but, anyway, without saying that the discussion was finally closed. The legislation of Republic of Moldova recognize legal entities as subjects of Criminal Law, the advantages and problems of this field we want to analyze.

Thus, in the specialty literature there were emphasized a series of theories regarding the legal personality of a group. In this sense, there may be mentioned the theory of the fiction, which treats only the natural person as a veritable subject of law, the legal person being just an artificial form created by the legislator. Another vision is the theory of the precise reality, which supposes the fact that, both in the case of the natural person and in the case of the legal person there is present the formation of a will – the same as a characteristic of the subject of law – it is being realized and manifested. Thus, it is considered that the group of persons has a collective consciousness and, moreover, a collective will, different from that of its members, and which not a simple sum of wills is. A quite different direction is offered by the theory of the technical reality, which places at the basis of the legal person the “interest”, and the group made in this way is nothing else that a “collective property”, a “property of affectation”, of goods “affected” by a purpose of general interest.

Keywords: Criminal Liability, Legal Entities, the Legislation of Republic Of Moldova



**CHILDREN AND ADOLESCENTS ABUSE—SEARCHING THE PROBLEM-
SOLVING WAYS****Konstantine Tskhvaradze***Shota Rustaveli State University, GEORGIA***Abstract**

Violence against children is a problematic in Georgia and requires assistance to the victims of violence and prevention of child abuse. School, family, society, government should provide the social environment for the children, which leads to the desired education and normal life conditions.

In order to make the school safer, we need to know what factors increase the risk of threats. According to the studies, influencing factors are: Peers, family, community, environment, teacher etc. Each factor can be considered as the source of the threat. All important factors, which play the role in school safety, can be divided into two big groups: Factors which are caused from outside of the school (external) and internal factors which are caused by organizational and educational structure of the school.

This article describes the major forms of child abuse, which impacts negatively on children's physical, emotional, social and intellectual development. Also it focuses on adolescents, which are victims of bullying and the implementation of prevention programs in school, to reduce bullying.

Keywords: Violence, Children, School, Georgia





THE REASONS OF COMMITTING A CRIME BY JUVENILES

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Abstract

The research paper deals with the causing reasons of the juveniles' crime and their ways of rehabilitation. One of the basic aims of the research was the studying of the circumstances and the reasons, that led juvenile to commit a crime.

Human should be grown up to live in a society with others. School, family, state should help a child to develop his social function, to provide him with a preferable education and make him ready for a normal living condition.

The paper contains general recommendations on how to be more effective in fighting this kind of crime, to find out and analyze the reasons that have led to juvenile crime and other offenses, in order not to repeat same mistakes, more accurately and effectively reach the goals which are set.

Keywords: Juveniles, rehabilitation, crime



**PROGRAM FUNDING ROLE IN HIGHER EDUCATION SYSTEM****George Abuselidze***Shota Rustaveli State University, GEORGIA***Madona Mikeladze***Shota Rustaveli State University, GEORGIA***Abstract**

The development of education in any country or society is one of the most urgent issues. When we talk about the development of education, above all we must take into consideration governmental funding system. High education and research funding is priority in most developed countries. Georgia, as the region's geopolitical and geostrategic center a few years ago began formation of the liberal democratic value-based society. Over the last period in Georgia reforms in education system is ongoing, that led to changes in governments funding policy system. However, the higher education system is still far from Western standards of teaching and learning processes. The most significant problem in the educational system is inefficient financial management.

The article above discusses the mechanisms for financing higher education in Georgia, financial management of the educational system, basically problems in program funding and their solutions.

Keywords: Higher education system, Georgia,



**THE POWER OF THE PHOTOGRAPH IN TERMS OF MANIPULATION AND
AGENDA SETTING****Gökhan Demirel***Ege University, Communication Faculty, İZMİR/TURKEY***Abstract**

The adventure of the photograph has a long story. This adventure leads to many debates, such as whether or not photography is an art, or what should a photographer do when he/she stands against an ethical situation or if the photograph is genuine or is it all a fiction. The acceleration of photography is highly impressive and scientifically evident. Photography has become practical, most popular and pretty cheap with the developing DSL cameras, computer apps such as photoshop, smart phones and its apps such as instagram which uses effective photo-filters. Since it is cheap and practical, reaching photography equipment has become easier than ever and results in a growing number of population interested in photography.

Thanks to the latest trend social networks, now people can easily share their photographs with others. It is true that this development has helped the art of photography. Nonetheless, there are two sides to every coin. On one hand, the popularity of photography obviously seems advantageous. Yet, on the other hand the photograph begins at the very moment the Photographer makes a decision on where to stand behind the camera and how s/he chooses to place his/her objective. How will it be cropped, where will it be published, and what will be written below it, the answers to all these questions affect public opinions directly, and not everyone is capable of making such decisions.

Photography has an universal language, which makes it more effective than verbal or written products. This makes it a popular agenda which sets the status quo. With only a handful of manipulated photographs, you can change the opinions of a whole society. You can start or end wars just by changing the direction of your objective according to your own intentions. This explains the power of photography why it is a popular propaganda organ.

Keywords: Photography, Manipulation, Agenda Setting, Photo Power





THE IMPACT OF IN-SERVICE TRAINING PROGRAMS ON THE TRAINERS' ATTITUDES TOWARDS THEIR PROFESSIONAL DEVELOP- MENT

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Abstract

TVTC (Technical and Vocational Training Corporation) in Kingdom of Saudi Arabia gives special attention to in- service training for all staff. TVTC implements a number of in-service training programs for trainers with the cooperation of training providers either in Saudi Arabia or overseas. For example, In 2011, about 2000 in -service training programs were implemented while in the following years more programs have been implemented by TVTC. (See TVTC Annual Report 2011-2014, Alseghiar ,2011)

This paper will describe the in-service training programs in TVTVC in general, then it will discuss the impact of in-service training programs on Buraydah College of Technology English Language trainers' attitude towards their professional development. It will briefly review some of the studies in the field then discuss the result of the study.

In this study, the subjects are about 30 English Language trainers of Buraydah College of Technology who have attended a number of in-service training programs organized by TVTC . The methods used, in this study, are a questionnaire and short interviews with the trainers .The last part of this study , will discuss the results and give some recommendations to the employers , policy makers and for the trainers in general.

Keywords: TVTC Kingdom of Saudi Arabia, Service training programs



**STATEMENTS FROM TEACHER TRAINING, STARTS OF ONE'S CAREER,
A TEACHING ORBIT****Béla Molnár***University of Western Hungary/HUNGARY***Abstract**

The pensioned-off teachers of primary school made up their mind in the period of one and a half decades after the world war to go on for higher education at a training college of primary school teachers. Interviewing a diminishing number of eye-witnesses about the process of their becoming a primary school teacher is a pressing task of our current research into educational history which is not to be delayed.

During the history of training primary school teachers between 1945 and 1959, the structure of training (5, 4 years, college), its content (syllabus, teaching material), the perspective of its development were determined by political power interests. From among the basic kinds of interview we applied a structural interview in order to explore the motives of the choice of profession, the attitude towards the training institute of primary school teachers, the opinions about the training. The sample comprised 178 person.

On the grounds of the interviews we present the attitudes and experiences of those graduating at an institute training primary school teachers in a rather qualitative approach. During the analysis of the interviews the hypothesis was confirmed that one-time students already chose a profession with sense of vocation at the time of their choosing a career. They told about their teachers that they had taught and educated with committed professional expertise. The professional work of the institutes training primary school teachers was considered to be successful by every interviewed person without exception. The strength of the one-time school type was thought to be the unity of theory and practice, the successfulness of practical training and the stressed methodical training. In the remembrance of all those interviewed there was a positive picture about the institutes training primary school teachers. The traditions of training primary school teachers at secondary level were working between 1945 and 1959. Among them we can find the practical acquisition of pedagogical techniques, the formation and the development of the sense of vocation of the would-be primary school teachers.

Keywords: Teacher Training, A Teaching Orbit



**HYDROPOLITICS : THE WORLD AND TURKEY****Mesut Doğan***Istanbul University, Faculty of Letters, ISTANBUL/TURKEY***Abstract**

The importance of the water, which is the source of human life and all living things, is gaining more importance depending on the changes and developments in the world. Particularly, water essential and valuable at every stage of activities that people do. Although three quarters of the world is composed of water, while it is known that potable water ratio is very low, it is a fact that it is limited and exhaustible. With the people's adoption of a sedentary life, water use began to increase at a great speed also in agriculture, industry, transportation, energy and all other services.

Unconscious use of water decreased the water potential and caused water pollution and poor water quality. The precipitation conditions of Turkey are unstable and irregular due to its geographical location and local features. Turkey has a feature below the averages in terms of world water potential by its conditions.

Keywords: Water, Politics, World, Turkey



POPULATION PROJECTION OF TURKEY (2023)**Özlem Sertkaya Doğan***Istanbul University, Faculty of Letters, ISTANBUL/TURKEY***Abstract**

Population projections are demographical methods that help creating future economical and social policies. These methods help revealing the present population structure, determining the tendencies and making projections on future population amount, population density, migrations, age groups of the population and its distribution by gender and socio-cultural changes. At the same time, it is an auxiliary tool in the determination of the producer and consumer mass required for agriculture, industry, transportation or service sectors. Accordingly, it ensures producing healthier policies in terms of ensuring the requirements that determine the volume of economical investments that are needed. Thus, population projections are regarded as an application that show the direction of the population in case existing population tendencies continue. The more accurate the data that are basically used in the formation of population projections the more close to reality will the forward-looking projected population status be. Projection calculation methods that are actually included in the field of study of the experts working in the fields of statistics, demography and mathematics concern the population geography as of the results obtained. The studies carried out by the relevant specialists for 2023 (on the basis of provinces) and 2075 (on the basis of states) reveal healthy projections on many subjects such as the amount of population, birth rates, the population increase rate, median age, age groups of the population and its distribution by gender and average life time expected at birth regarding the general population structure of Turkey and future projections based on provinces. At this stage, population geography is responsible for assessing the spatial distribution, reasons and results of the forecasts set forth and supporting the policies to be created accordingly with a geographical point-of-view.

Keywords: Turkey, Population, Population Increase

**LIFELONG LEARNERS' METAPHORICAL PERCEPTIONS TOWARDS THE
CONCEPT OF LIFELONG LEARNING****İbrahim Limon***Kocaeli University, KOCAELİ/TURKEY***Muhammed Çelik***Kocaeli University, KOCAELİ/TURKEY***Abstract**

The aim of this study is to determine lifelong learners' metaphorical perceptions towards the concept of lifelong learning. The sample of the study consist of 40 lifelong learners who were learning English at a course in Bahçelievler, İstanbul. Simple random sampling method was used to choose the sample of the study. The study was carried out using survey model which is one of the qualitative research models. The data were collected through a semi-structured metaphor form and content analysis was used to analyze the data. 6 out of 40 participants' metaphors were not included in the study because some of them were not really a metaphor or some of whose reason were not consistent with the metaphors used. According to content analysis, the perceptions of the participants towards lifelong learning can be gathered under four main categories. These categories are lifelong learning as instructive, necessity, functional and continuity.

Keywords: Lifelong Learning, metaphor, Perception.



**AN EXAMINATION OF IMPACT SOCIAL MEDIA ACTIVITIES ON
BRAND EQUITY****Alkan Alkaya***Uşak University, Banaz Vocational School, UŞAK/TURKEY***Abstract**

Almost everywhere we look around, are the driving factors that shape our lives like technology internet and mobility, and more recently social media. These affects businesses and marketing just as the consumers. Businesses that have achieved to gain new customers and to keep the costumers have to there where consumer is. Today, consumer often uses social media to make decisions about business, products and services. This situation makes it necessary that being businesses in social media. Social media activities in relation to brand equity is considered in the conceptual framework of this study based on the literature. First of all aspects of a concept being examined with different points of view, then assessed the relationship between these concepts. The purpose of this study is to measure the impact of social media activities of the three GSM operators in Turkey on brand equity. Research is conducted on college students who are making use social media, and used research model of Kim and Ko (2012). Made quantitative analysis results obtained from the findings reveal the existence of the relationship between brand equity and social media activities. Supported by studies based on primary data of this evaluation on the basis of existing literature and the necessity of implementing different sectors is also highlighted.

Keywords:Social Media; Brand Equity

**THE IMPACT OF SOCIAL MEDIA MARKETING ON CUSTOMER EQUITY****Alkan Alkaya***Uşak University, Banaz Vocational School, UŞAK/TURKEY***Abstract**

Social media made a lot of different definitions of the terms above, parallel to the internet and technology in recent years has added a new dimension. In the face of ever increasing competition and changing consumer preferences more quickly and effectively target markets for businesses that want to offer attractive deals in the social media, it is considered as a marketing communication mix. According to the accepted model in the literature, the customer equity consists of three components, value equity, brand equity and relationship equity. This study is intended to measure the impact of social media on customer equity. For this purpose it is examined literature about social media and customer equity and its components. Then is prepared the survey to determine the effect of social media marketing on customer equity conducted on college students of social media users. The obtained data were analyzed and reviewed by SPSS 20 software. In the results section is suggested examining this relationship in different sectors of the group and in different ways.

Keywords: Social Media; Customer Equity; Brand Equity

**THE FACT OF DEATH AND ITS REFLECTIONS TO SOCIAL PRACTICES
FROM THE VIEWPOINT OF SOCIOLOGY AND HISTORY OF ART****Taylan Banguoğlu***Muğla Sıtkı Koçman University, MUĞLA/TURKEY***Abstract**

Since it was invented as a science to analyze societies and produce knowledge about them, sociology divided into many sub-disciplines. One of these disciplines is sociology of culture. The sociology of culture approaches almost everything as material to analyze and handles things as meaning-laden texts. Approaching things as texts created by cultural production allows sociology to collaborate with other disciplines and to produce interdisciplinary studies. This study aims to examine the texts that were examined by the discipline of history of art with the filed theory of Bourdieu who is one of important sociologist in the field of sociology of culture, and thereby to produce an interdisciplinary study.

The study will focus on death which is a social fact and important part of human life while its interpreting differs in time and space. Sociology's field of interest is societies, thus living people. Nevertheless this topic is chosen because interpreting the fact of death and social practices performed after it are social facts. Besides the discipline of history of art has rich data about this topic. Therefore this study will focus on texts, mosaics, objects etc. that allow us to do document analysis to read social practices. Furthermore effects of changes occurred in social structures in time on cultural production will be problematized. The study is prepared by focusing on the notions of sacredness, interest, and distinction and on the basis of the assumption that reflection of the fact of death in social structure could be examined with the materials of cultural production. Firstly the notions; interest, field, distinction and capital used by Bourdieu to build his theory will be discussed. With reference to results of the discussion selected examples will be examined by means of archeological data and the conceptual framework. As a result the reflection of the fact of death in social structure will be examined within the frame of social practices.

Keywords: Death; Interest; Field; Distinction; Capital



THE EFFECT OF OIL IMPORT ON CURRENT ACCOUNT DEFICIT: AN ANALYSIS ON OECD COUNTRIES

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Abstract

With the increasing industrialization, need for energy increases and energy plays a more important role in countries' economies. While increasing energy demands show up as an indicator of growth, on the other hand it brings up the current deficit problem for foreign dependent countries in terms of energy. Oil is used to a great extent in almost all sectors and energy demand is mainly related to oil products. Thus, the relation between oil import and current account deficit is becoming more interesting.

The aim of this study is to analyze reasons of current account deficit for 11 OECD countries including Turkey (Czech Rep, Finland, France, Germany, Ireland, Italy, Portugal, Spain, Sweden, and UK) by using panel methodology with the help of FGLS (Feasible Generalized Least Square) method with the 2000-2014 annual data. According to empirical evidences of this study; there is a positive relation between GDP, amount of imported oil and level of financial development. But oil import has the largest effect on current account deficit. As a result of this, dependency on oil products will deepen this issue and have negative effects on economical balances. So, countries should make changes to decrease oil dependency and seek alternative solutions.

Keywords: Oil dependency; Current account deficit; FGLS



LEISURE TIME CONSUMPTION IN THE TURKISH YOUTH**Büşra Turhan***Marmara University, Communication Faculty, İSTANBUL/TURKEY***Nevin Arvas***Marmara University, Communication Faculty, İSTANBUL/TURKEY***Abstract**

Nowadays, the young, with the impact of the globalization process and the development of new communication technologies, shares a common culture. Most important role of this share is the mass media and especially social media. After the Second World War, much attention has been paid to cultural studies and the youth has been one of the most important topics to be studied and understood. This youth often has developed a common expression at opposite movement in the dominant culture as a means of self-expression by creating a subculture. Both Stuart Hall and Dick Hebdige refer the term "noise" to explain the youth subculture. Consumption, lifestyle, leisure time and changes made by the youth for self-expression, is seen as a sign of the collapse of the old order. In the period prior to the development of communication technology, even though youth had used different methods to express themselves and created solutions subcultures as opposed to the dominant culture, they were lack the communication to disseminate them at the global level. Today, new communication technologies and social media channels, internet, smart phones, and being more accessible to the computer provide widespread use and even young people from all over the world have not known other languages, they can contact with each other to leveraging the benefits of still art. These results prepare the formation of massive youth movement and quickly spread but this situation is caused by the spread of global mass culture. In other words, new communication technologies provided cultural hybridization, a positive result of the global culture according to many authors, causes the spread of cultural imperialism at the same time. With the framework of this mission, young people has been prisoners of the global consumption and they has addicted to technology, lives are far from real, they has oriented live entertainment and they have taken as examples icon brands or people. As a result, young people dream this kind of lives to continue in this context and they are in really moving away and come into a foreign audience to their own culture.

In this study, it is will be investigate how Turkish youth aged 18-25 use of free time in the digital environment, what kind of activities they have, which social media channels they use and how they are affected from by this condition in the context of cultural meanings.

Keywords: Youth, Turkish Youth, Digital Culture, Globalization



MEASURING UNIVERSITY STUDENTS' AWARENESS OF FINDING JOBS THROUGH SOCIAL NETWORK SITES USE

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Abstract

Nowadays, there is a growth of creating new accounts in social network sites (SNSs) specially by young people among whom are university students. SNSs (e.g. Facebook, LinkedIn, Twitter, My Space and so many others) are useful communication tools in which people exchange ideas in their areas of interest. This incredible growth of using these applications makes it significant to investigate specific personal or professional purposes. The purpose of this study was to investigate the extent of awareness among university students for finding jobs through using SNSs. The targeted group was (undergraduate and graduate Türkiye Scholarship holders at Ege University, Izmir- Turkey for the spring semester 2014-2015). Two variables were explored: their current ways and awareness of using SNSs for finding jobs. The method applied in this study was quantitative in nature, a web questionnaire was shared through Facebook and randomly (61) participants responded to it who are about 14% of the total number. The data was analyzed by using the SPSS program 19. However, many users have already joined groups and pages in SNSs concerning jobs, the results indicate that there is a lack of awareness among them towards finding jobs and only 14.8% of them who have already been hired as a result of using SNSs. Further; they use SNSs for personal matters rather than professional ones.

Keywords: Finding Jobs; Social Network Sites Use; SNSs; Online Users; Awareness



**9TH AND 10TH GRADERS METAPHORICAL PERCEPTIONS TOWARDS ENGLISH AS A FOREIGN LANGUAGE****İbrahim Limon***Kocaeli University, KOCAELİ/TURKEY***Abstract**

The aim of this study is to determine the metaphorical perceptions of 9th and 10th graders towards English as a foreign language. The sample of the study consists of 194 who were getting education in Adapazarı, Sakarya in 2014-2015 educational year. These students were chosen by means of simple random sampling method. The study was carried out using survey model which is one of the qualitative research models. The data were collected through a semi structured metaphor form. 126 out of 194 metaphors were included in the study. 68 metaphors were not included in the study because some of them were not actually a metaphor and some of whose reason were not consistent with the metaphors used. When these metaphors were analyzed, 8 categories were obtained. These categories are an entertaining activity, a functional tool, the result of an accumulation, a boring and challenging process, a difficult and complex language, a valuable language, a necessity, an unnecessary and fruitless process.

Keywords: English, Metaphor, Perception



SOCIAL MEDIA USE OF MUNICIPALITIES:AN INVESTIGATION BUR- DUR MUNICIPALITY AND BURDUR MUNICIPAL DISTRICT

Ümmühan Kaygısız

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Sema Sari

Mehmet Akif Ersoy University BURDUR/TURKEY

Abstract

Nowadays, communication technology is growing rapidly. This development leads people to make more use of the Internet and web tools. The most important of these tools are social media. Social media today is defined as highly accessible and can be generated through social interaction, communication tools and platforms and sharing environments. There is also a new virtual media where users express themselves and other users stay connected with their meet. Due to the place where a large majority of the people spend their time during the days social media is a new private enterprises and public enterprises for advertising and promotional media, and for a new communication space. Providing the opportunity to reach many more people than traditional media and due to cost much less, and businesses that treat this work seriously have succeeded.

Private companies use social media for various purposes such as to enhance communication with customers, to find solutions for their problems and to direct their customers. But this awareness for public sector is much less than the private sector. In particular, it is noteworthy that utilization rate of social media consciously is low in local governments and some of local governments haven't got any social media account. In public structuring such as municipality social media is regarded as picture where drawn in public meeting. But it is reality that social media means more than this situation.

The municipal government unit which is closest to citizens at the local level, should benefit from a more actively social media application and the web page about recognition and promotion activities in terms of development the communication with target groups for public relations. Additionally, municipal governments units can perform much more quickly and easily many operations such as accessing to public, finding solutions to problems and developing alternative ways through a professional social media management.

In this study better ways it is aimed to determine how municipals use the social media and how they develop. For this aim, Burdur Municipality and Burdur district municipalities made a content investigation was fulfilled, results were compared and solutions were offered

Keywords: Municipal, Social Media, Burdur, County, Local Government.





THE REPRODUCTION FAMILY AND POLITIC: THE EFFECTS OF FAMILY ON POLITICIZATION

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Abstract

In the social life, the family stands out as the primary institution of socialization which teaches individuals the values and judgments of the society in which they live. This role that the family plays in the participation of individuals in the social life has some impacts on other fields, as well. The political field is one of them. People need some mediating institutions to learn about the political field. At this point, the family, as the primary institution of socialization, influence the constitution of individuals' schemes of perception, interpretation and action in relation to the political field. In particular, the discussions among the mother, the father and the other family members regarding the political system in which they exist, the meaning they attribute to the concept of politics, the position they have in the political field, the experience they share with each other in relation to politics and their political practices all influence the formation of an individual's perception of politics. In this context, families hand their political capital down from generation to generation through the process of political socialization and thus reproduce the relationship between the family and politics.

The main problematique of this study is based on the question how this role that the family has in the life of an individual influences the political field. The study further investigates the relation of families with the political field, how they perceive politics, how they manage the process of political socialization and transfer to their children the schemes of political thought and action shaped around their particular perception of politics, how this perception of politics and the schemes of political thought and action that children are primarily exposed to in their family influence their own positioning in the political field, that is, what kind of roles families take in the political activism of their children.

The political practices of an individual are first and foremost related to his or her way of idealization of political participation. Political ideas are formed not through personal experiences alone, but mostly through the influence of social, cultural and class structures that individuals exist in. At this point, Pierre Bourdieu's concepts of *habitus* and *field* will constitute the theoretical tools of this study since they let us contemplate not only on subjective experiences, but also on objective conditions which form individuals' perception of politics and schemes of political thought and action in and through their politicization. In this context, this study will set out with the approaches gained from the concepts of *habitus* and *field*, and reveal the impact of the family in the political perception and the schemes of political thought and action of young people who have been positioned in the political field. The data set that will be used in this study is based on the semi-structured interviews conducted in March-May 2014 with some politically positioned young people and their parents who live in İzmir.

Keywords: Political Field, Habitus, Family, Political Socialization



**REFLECTIONS OF THE NATIONALIST EXPRESSIONS TO THE SOCIAL
MEDIA THAT GROWS IN EUROPE DURING THE REFUGEE CRISIS****Mustafa Özgür Seçim***Adnan Menderes University, İZMİR/TURKEY***Abstract**

Europe is facing one of the biggest refugee crises since the World War II. According to the official numbers almost 1 million people from the North African countries have reached to the European Union countries such as Italy, Malta and Spain. When the refugee crises first appeared, citizens of the countries that accept these people firstly helped these people with mercy and peace. As the time goes on, people started to feel anxiety due to the situation of this crisis. Because as the period of these people get long of their stay, they started to change peoples' psychology. And yet 2011, another big refugee crises appeared in the process of Syrian civil war. Once again according to the official numbers, almost 2 million Syrians left the country and moved to neighbour countries. But as the time goes on, these people started to search for a better life and EU countries were the best choice among others. In this study, based on the news that were appeared in the euronews YouTube channel about the Syrian refugees, the comments of the European citizens are criticised according to content analysis and tried to find out how the nationalism expressions are increased.

Keywords: Refugee crisis, Nationalism, Social Media, Syria



THE PROCESS OF MUSICAL HEARING

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Abstract

Basically, the concept of the “hearing” is explaining that how healthy human’s ear works. “The Musical Hearing” concept, he heard human voices can be explained as the detection process. Musical hearing, although it may be considered as a cognitive process, the formation of sound, transmitting the human brain and interpreted by the human brain is a physical process in terms of perceived. The aim of this study is to explain the concept of musical hearing in a concrete way, solved the problems experienced in the teaching of nonfigurative concepts in music education and to contribute in this way to provide a more permanent musical hearing education. For this purpose the formation of sound, our brains hear how it sounds, how it perceives and hears the sounds detected were investigated how to interpret the sounds. This Research is a descriptive study and research findings were reached on the related literature. The formation of sound research findings and detection process has been demonstrated with concrete concepts.

Keywords:Hearing, Musical Hearing, Musical Hearing Education.





A MULTI-FUNCTIONAL MODEL FOR SUPPLYING ALL SERVICES THROUGH ONE UTILITY PRODUCT: UMBILICAL CORDING VISION

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Abstract

Today, services used by the public such as electricity, gas or the Internet are delivered to householders via disparate infrastructures. However, the majority of these services require huge capital expenditure and they also bring complexity in terms of their installation, management and maintenance. Besides, as those infrastructures are located in the close proximity from one another, undesired interactions, difficulty in installation, maintenance and management are always seen. To deal with these issues, the Engineering and Physical Sciences Research Council (EPSRC) in the United Kingdom started a project from October 2011 to investigate the following three questions: (i) the possibility of supplying all services through a single utility product; (ii) the scientific and technological gaps on the road that puts a barrier into the single-utility product vision; (iii) time agenda of accomplishing the vision. Currently, a number of novel approaches for the single-utility product have been developed and declared such as *the blood of city*, *the intertubes* and *the solar globe*.

The aim of this study is to reflect on the completed work and present an integrated model for supplying all services through one utility product that capitalises on the advantages of this previously developed work. To accomplish this reflection, first, rationales for the single-utility product vision were discussed, second, the similarities and differences of the current novel approaches were criticised and third, the scientific and technological gaps on the approaches were discovered. As a result of our reflection on the current novels, an integrated model (i.e. umbilical cording) to deliver the public utilities to householders was developed and the technological underpinnings were discussed in detail. For instance, the foetus is considered as the household, whose needs are supplied by placenta through the umbilical cord in the mother's womb. A step-by-step of the umbilical cording vision is envisaged and its principles are demonstrated here from the birth to the death of the human based on the aspects of the life cycle, including (i) womb as the house; (ii) and mother as the transformer.

Keywords: Utility; Energy; All-in-one; Infrastructure; Efficiency



**ON THE ETYMOLOGY OF THE RIVER IRTYSH PAVLODAR REGION****Saparov K.T.***Eurasian National University, ASTANA/KAZAKHSTAN***Yeginbayeva A.E.***Eurasian National University, ASTANA/KAZAKHSTAN***Jakupov A.A.***Eurasian National University, ASTANA/KAZAKHSTAN***Emin Atasoy***Uludag University, Bursa/TURKEY***Abstract**

The article presents description and etymology of the Irtysh river, gives hydronyms indicator-terms of Pavlodar region. The authors, exploring the hydronyms etymology of Kazakhstan which still didn't have a single linguistic interpretation, referring to the competent investigation and bringing the views of various researchers, known linguists scientists, historians, geographers found that the name of the river Yertys occurs in the most ancient monuments of Turkic writing. The etymology of the word Yertys found in the Hungarian chronicles about prehistory of Hungary, the Irtysh (Irtsiss) owes its name from the Kets. From them the name borrowed the Mongols.

Summarizing the scientific hypotheses based on analysis of historical and geographical literature regarding the etymology of toponym the words "Yertys", "Zaisan", "Altai", "Tarbagatai", "Bayanaul" and others, the authors concluded that it is not detected a single common and scientifically grounded lexical interpretation of toponyms .

Keywords: Irtysh river, Toponym the words





IMPACT OF FAMILY AND SURROUNDINGS, OVER-ALL ECONOMIC OUTLOOK, AND TAX ON POLITICAL PREFERENCES OF VOTERS: THE CASE OF TRABZON

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Abstract

Today states have been installed many tasks accordance with constitutions. States to fulfill these tasks make public expenditures and also needs income to finance these expenditures. Today, about 70% of government revenues consist of taxes. While elected government make decision about how much tax will be released to the taxpayers, voters will decide who is the political power. Several factors stand out that affect the decision of voters in other words their political preferences.

In this study; impact of family and surroundings, over-all economic outlook and tax on political preferences of voters were investigated. This study was limited to Trabzon; was utilized face to face interview technique, contact was made with 384 participants identified by random sampling method and finally data were tested by SPSS 16. As a result of the study it was concluded that factors have the most significant impact on the political preferences of the voters is over-all economic outlook.

Keywords: Family And Surroundings; Over- All Economic Outlook; Tax; Political Preference





THE EVALUATION OF POLITICAL COMMUNICATION STRATEGIES IN SOCIAL MEDIA ACCORDING TO CONTENT DIFFERENCES

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Abstract

The development of new information technologies increase the power of social media as a political communication tool day by day. Social media has become the ultimate vehicle of political actors for explaining themselves. At this point, United States of America President Barack Obama has been analysed as a comparison criteria for being a successful leader model who uses social media effectively in political communication campaign. In this research, USA President Barack Obama and President of Republic of Turkey Recep Tayyip Erdogan's social media usage practices in Facebook as a part of their political communication strategies are examined. According to the results of this study, it is aimed to be analysed the reflection of two different political culture and country interaction in social media. The purpose is this study is making a comparison of Facebook usage practices between USA president Barack Obama and Republic of Turkey Recep Tayyip Erdogan. The messages which is taken at this context are analysed according to political communication methods and practices.

Keywords: New Communication Technologies, Political communication, Erdogan, Obama





EXAMPLE OF THE POST-MODERN NOSTALGIA IN BRANDING MARKETING: RETRO MUSIC

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Abstract

From Enlightenment era to modern society, from modern society changes and developments experienced in the transition to post-modern society has brought with it many innovations and aspirations.

Experienced these changes reflected in all phases of architecture, performing arts, art up. What consumers expect post-modern culture and art, is revealed to wait, leaving investigated the impact on the target audience. Architectural works, the term series, pop music, Retro examples of the changes to the music branch, since, by integrating tried to explain the importance of nostalgia in our lives.

Keywords: enlightenment of modern society, the post-modern society, nostalgia, retro music.



**MEVLEVI ACCORDING TO BIRRÎ MEHMED DEDE****Eda TOK***Akdeniz University, ANTALYA/TURKEY***Abstract**

Mawlaw'îyya is a cult that founded on Mevlana Celâleddin Rûmî's sufism thoughts and notion. Sultan Veled and Hüsâmeddin Çelebi who were the sons of Mevlana developed and methodized the cult. Mawlaw'îyya which has unique convenances and notables is based on love and tolerance. Mevlevi is a person who is committed to Mawlaw'îyya. Mevlevi poets subject Mevlânâ and Mawlaw'îyya often. We examined one of the 17. Century Mevlevi poets, Birrî Mehmed Dede's Divan for our study. We tried to display how he defines Mevlevi, how he refers Mevlevi's features and how he narrates them.

Keywords: Mevlevi, Birrî Mehmed Dede, Divan.



GREEN PRACTICES IN OPERATING ROOM WASTE MANAGEMENT**İzzet Aydemir***Ankara University, Faculty of Health Science, ANKARA/TURKEY***Okan Özkan***Ankara University, Faculty of Health Science, ANKARA/TURKEY***Abstract**

In a world rapidly changing and developing, environmental pollution was inevitable as a result of the industrialization and uncontrolled urbanization coupled with the population growth. Another important reason behind the environmental pollution is the rapid increase in the amount of waste. Specifically, hospital waste has become a major threat for the environment and public health. Hospitals, therefore, should adopt effective and environmentally friendly waste management approach in terms of both environmental health and public health. In this context, to protect environmental health as well as to ensure cost efficiency, hospitals should be directed to environmentally friendly practices by reducing the amount of waste.

Operating rooms in hospitals has come to the forefront with a large amount of material use and the high levels of energy consumption. Studies show that, in the hospital a substantial proportion of the waste produced in operating rooms and about half of the operating room budget reserved for the supply of equipment. This case reveals the importance of the adoption of environmentally friendly green strategy in operating room. The implementation and adoption of green strategies as the corporate culture in the operating room has some benefits such as reducing the amount of waste, reducing transaction costs and control the negative effects of organizational operations on the environment. The purpose of this study is to provide information about environmentally friendly green strategies for waste management in the operating room, to address the studies related to waste management and practices in the context of these strategies and to create awareness about the subject on hospital managers and operating room staff. In order to use waste management in the operating room effectively and efficiently, an environmental approach should be adopted and in reducing waste, implementation of waste minimization methods described as 5R (Reduce, Reuse, Recycle, Rethink, Research) proposed by this study.

Keywords: Green strategy, hospital, operating rooms, waste management, 5R



UPROOTING THE INDIVIDUAL AT EXISTENTIAL LEVEL: HOW COMMERCIALS MANIPULATE THE EXISTENCE

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Abstract

Humans are lonely since they settled, achieved transition to agriculture and began to collect properties. Equal distribution of resources and sharing of land and food turned into important issues. The sense of ownership prevailed, leading to major transformations in human psyche. Transition from the early age of settlement to the Industrial Revolution and its aftermath saw modern times and capitalism change the direction of the individual's purpose of existence and survival. Purchase and consumption of products and services have become the human's main agenda in modern times. Living without 'things' (all consumable products) at home or in social life puts the individual in an uneasy, uncomfortable and troubled mood. The individuals of modern times have to act in a planned way. Otherwise they will have left the secured zone they created, as they had been in early times of the age of settlement and agriculture. Beyond the secured zone lies an unknown territory, so that the individual has to return to it by all means. For example, she/he must carry a perfume and a deodorant on him/her at all times, otherwise the odors him/her body will give off every time her/him mood changes may turn her/him life upside down and make her/him lonely. But wasn't the individual always lonely? The system creates loneliness within a perceived sense of socialization. Since the system plays with the individual's perception, he/she feels 'belonging' to a crowd. However, the commercials as tales of continuous consumption and modern times only numb the individuals and prevent them from noticing their loneliness. This study reviews certain commercials sampled from a number of product or service commercials and aims to picture the system which is imposed and forced on the individual to redesign and recreate him/her. This study also aims to question how long the individual keep on defining himself/herself by consumption will.

Keywords: Modern, Existence, Commercials, Consumption.





APPRECIATIVE INQUIRY AS A MEANS OF INTRA-INSTITUTIONAL COMMUNICATION

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Abstract

Communication not only forms the basis of a sustainable society but also it is a means that affects and shapes the behaviour of all kinds of organisms functioning in this society. For this reason, groups that come together so as to attain certain goals within a society transform into organizations and institutions. Key to their success in attaining their goals is their study on communications within and outside the institution. According to Foltz, creating a positive image outside the institution is only possible through a positive image created in the minds of the employees. A harmony between personal and institutional goals is provided through organizing the relationships within the organization via an intra-institutional communication. Intra-institutional communication enables the employees to understand the goals and purposes of the business better and this leads them to work more efficiently for institutional purposes; in addition, well-planned communication studies make the employees have more authority and more roles within the institution which results in the development of an environment based on trust. Intra-communication studies are not only vital for institutional purposes but also for the development of healthy structures and for the prevention of problems within the institution. Concrete measurable values such as transparency, information sharing, institutional commitment and effective leadership may be obtained through intra-institutional communication. Brochures, journals, letters, posters, computer technologies, suggestion boxes, educational activities and communication means such as social media are widely used for obtaining these results. Due to an ever-changing and ever-developing world order, the sociological, cultural and psychological structures of the organizations also change and develop. Thus, improving intra-institutional communication methods and providing new resources for intra-institutional communication studies are vital necessities. Within this context, appreciative inquiry may be defined as an efficient and new method to increase and develop intra-institutional communication resources. Appreciative inquiry is a process aimed at finding the best for people, organizations and their environment. Within this process, every member of the institution has the right to speak and a great value is attached to continuity and inventiveness during the changing process. This study is to reveal the relationship between the principles of appreciative inquiry and the purposes of intra-institutional communication.

Keywords: Appreciative Inquiry, Intra-Institutional Communication, Public Relations





AN ENQUIRY OF CICERO'S FRIENDSHIP NOTION

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Marcus Tullius Cicero, who lived in the first century BCE in Rome, although remained at the forefront of his career as a “statesman” and an “advocate”, also revealed his thinker side by writing treaties on philosophy and rhetoric, took part in the mental activity, which has begun in Greek Philosophy, on the notion of “friendship”, by composing a treatise called *De Amicitia*, namely “On Friendship”. *De Amicitia* is regarded as significant in terms of two aspects: First of all, it enables us to observe how a Roman thinker narrated the questions which Greek philosophers have raised on friendship and the types of approaches he used to answer them. Secondly, it allows us to comprehend what sort of qualities he gave to this notion as a Roman thinker. In this paper, the notion of Friendship, which Cicero reshaped and put in the hearth of the society, will be examined and a general outline within the frame of the *De Amicitia* will be provided. Later on, to what extent Cicero's friendship notion resembles and differentiates from the notion of Plato and Aristotle will be determined. Thereby the two significant aspects of this treatise will be emphasized.

Keywords: Cicero; *De Amicitia*; Friendship; *Philia*; Plato; Aristotle



**EMPEROR ZENO'S PERIOD (474-475,476-491) GOTHIC POLICIES
OF EASTERN ROMAN EMPIRE****Mert Kozan***Ankara University, Department of History (Medieval Studies), ANKARA/TURKEY***Abstract**

Emperor Zeno's reign period is a troubled times for Eastern Roman Empire. In This period means for Eastern Roman Empire local riots, economical problems and foreign threats; espasically Goths. The Eastern Roman Empire uniforms himself at the changed conjuncture. Best reflection of this changed poltical situation is Goth's politics.

This article main object is that analyze before the Emperor Zeno's period Eastern Roman Empires changed Gothic policies; besides expose on the reflections over the Goths.

Keywords: Goth's, Eastern Roman Empire, Emperor Zeno.



**REFLEXION OF THE ARCHETYPE CONCEPT IN CARL GUSTAV JUNG'S
THEORY OF ANALYTICAL PSYCHOLOGY TO THE LITERATURE****Ece Serrican***Neveşehir Hacı Bektaş Veli University, NEVŞEHİR/TURKEY***Abstract**

Today, each discipline constitutes a coherent whole itself and interacts with the different areas. It is seen that information and method exchanges are occurred along different disciplines. Thus, each discipline discarded from monotone approaches may become a part of the entire that includes several layers. Each material used by any art is different. The literature that is one of these arts and uses the language as a material is originated to the very old times. The language that is initially used to provide interpersonal communication is then used to produce oral and written works. At the beginning of the discipline of psychology gives a new perspective to the literature based on people. Methods that are used by both disciplines are intended to understand and to tell the human. The psychology science that is used in literature reviews is important since it includes the analysis of the work and the author. One of these analysis is the archetypal criticism method proposed by Carl Jung. Jung tells about a heritage ranging from the past and lies outside the collective consciousness of every human being. The first example returns the name of this heritage can be seen as archetypes of the original model. Each individual carries this heritage whether aware or not. Jung, in the shadow of this heritage, gives importance to the persona, anima, animus, grandmother, elderly wise, and trickster archetypes.

The archetype equipment owned by all people also manifests itself in works that are performed by the author in the production process. Hero in literary works may exhibit both bright and dark appearance owing to the mask he wore against the environment "persona" face and press the "shadow" side. Any male hero can carry "animus" as the feminine side, and any female hero can exhibit "animus" as masculine side against the events. The archetypes such as trickster with cunning and cynical aspect, elderly wise with the wisdom and guidance, grandmother with fertility and abundance can be seen in the work. Addressing that the archetypes already exists nowadays will provide a different perspective to the literary works.

Keywords: Carl Gustav Jung; Analytical Psychology; Archetypes of the Unconscious; Literature



**CULTURAL EFFICIENCY ANALYSIS WITHIN THE PERSPECTIVE OF
SOCIAL STUDIES TEACHERS****Erol Koçođlu***Inonu University, Faculty of Education, MALATYA/TURKEY***Cengiz Taşkıran***Firat University, Faculty of Education, ELAZIĞ/TURKEY***İhsan Ünlü***Erzincan University, Faculty of Education, ERZİNCAN/TURKEY***Abstract**

The course of social studies selects, remolds and integrates basic cultural elements using the findings in various fields with an interdisciplinary approach. These integrated information transfer the social knowledge to young individuals, introducing them their own culture, while developing the existing culture. This is an indicator of social studies course performing the task of culturing as well. To contribute to social life, which is the intersection of social studies course and the culture, it is considered important that social studies teachers should benefit from cultural elements in social studies courses and should conduct research in the field. There could be a relationship between the vitality of social studies course for cultural transfer and troubleshooting cultural problems. Thus, the perception of social studies teachers for the concept of culture becomes significant. Is it sufficient for a teacher to know and transfer the culture? Cultural self-efficiency and the perception of culture of the teacher could help answer this question. The objective of the study is to scrutinize cultural efficiency of social studies teachers based on different variables within the context laid out above. Thus, the study searched for answers to the following problems:

1. What are the views of social studies teachers on cultural self-efficiencies?
2. Does the cultural efficiency views of social studies teachers differentiate based on seniority variable?
3. Does the cultural efficiency views of social studies teachers differentiate based on income variable?

Survey method was utilized in the study. 375 social studies teachers participated in the study. Cultural Efficiency Scale (CES), which includes 30 items, was used as data collection tool. The data was analyzed with SPSS 17 software program. For the comparison of the views of social studies teachers on cultural efficiency based on seniority and income variables, ANOVA and Kruskal-Wallis H-test were used.

As a result, it could be argued that social studies teachers generally perceived themselves as culturally efficient. There were no significant differences between total scores based on seniority and income variables. However, the analyses conducted on the scale items demonstrated significant differences.

Keywords: Cultur; Cultural Efficiency; Social Studies Teaching



REPRESENTATION OF THE DEATH OF PRESIDENT DEMIREL IN TURKISH MEDIA: A COMPARISON BETWEEN INTERNATIONAL AND NATIONAL NEWSPAPERS

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Abstract

Turkish politics has largely been concentrated on party politics, particularly focused on the leader of the party, since the transition to democracy in the 1950's. The main political structure was based on a two-party system between 1946 and 1960, which was transformed by the military intervention of 1960. This was the end of the term of Bayar, the leader of Democratic Party. In 1962, Demirel joined the JP (Justice Party), built in 1961. Following his participation in the JP as a young and a promising politician from the DP tradition, his positive image contributed his leadership. Therefore, his career as the leader of JP started in 1964 and he remained in the political area for decades.

Demirel, Prime Minister for a couple of times and President between 1993 and 2000, was one of the most important political figures in Turkey. He was famous for his calm, humorous and witty character. He was given the title "father" by the Turkish society due to several reasons. He had in his mind a modern, developed and prosperous country. He was loved and respected by millions of people and different generations since he had an extremely long political career. His death on 17 June 2015 created grief among the Turkish people.

This study aims at investigating the news, death of Demirel. National and international newspapers from the right to the left wing newspapers published on the day after his death, 18 June 2015 will be examined. The method chosen for the study is discourse analysis since the death of the President is represented by presenting the news through different lenses by a variety of international and national newspapers. In this study, three international and national newspapers from the right, left and mainstream ideologies will be examined in order to carry out a research to explore how they express the death of Demirel. Therefore, an analysis of the political discourse that they assert will be the main research area of this study.

Keywords: Demirel, political sphere, discourse, newspapers





AN EVALUATION OF ENTREPRENEURSHIP LEVEL OF FOURTH GRADE STUDENTS IN RECREATION AND SPORTS MANAGEMENT DE- PARTMENT

Çiğdem Bacak

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Oğuzhan Dalkıran

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Abstract

The main purpose of this study is to determine the differences between the entrepreneurship levels of the Sport Management and Recreation the fourth year students who are enrolled in the recreation programs of universities. The sample of this investigation consists 268 students studying in the recreation departments of Erciyes, Kocaeli, Sakarya, Muğla, Akdeniz and Pamukkale Universities during the spring semester of 2014-2015 academic year.

To determine the difference between entrepreneurship levels of sample group is used "Entrepreneurship Scale for the University Students" developed by Yılmaz and Sünbül '(2009) and to determine the demographic features of students "is used " Personal Information Form" created by the researcher. In the analysis of personal information form data is used frequency and percentage distribution. Non-parametric tests were applied because of the data were not realize normal distribution. To analysis of the differences between the total score level was used Mann-Whitney U test, to analysis of the differences between levels of substances in the frequency distribution Chi-square (Chi-square) test was used.

According to the findings in the study there is no significant difference between the level of entrepreneurship of the Department of Recreation and Sport Management students. In addition, there is no significant difference according to gender and age entrepreneurship level. There is a significant difference between entrepreneurship levels according to practices that Recreation and Sport Management Department students have made and the courses that Recreation and Sport Management Department students have taken.

Keywords: College Students; Entrepreneurship level; Recreation; Sports Management





WEBSITE DESIGNS AND VISUAL APPLICATIONS OF TURKISH NEWS SITES

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Abstract

Website designs and visual applications of Turkish news sites are analyzed in this study. The introduction deals with the development of news sites from past to present. Charts in this study show today's website designs of the news sites in Turkey. This study uses content analysis as a research method. News sites were scanned by using this method. This study also gives significant information on the use of visuals and its frequency, the proportion of actual and archive photography use in news, the harmony between the visuals and news content in news sites and personnel distribution regarding news topics. As a result, this study shows how visual applications look in Turkish news sites. Photography use is more common in Turkish news sites when compared to their American or European counterparts. Visual quality reflects its importance on the news sites.

Keywords: Visual Design, Online Journalism, News Site Design



**TURKISH SLANG AND RAP IN GERMANY****Safiye Genç***Akdeniz University, Faculty of Letters, ANTALYA/TURKEY***Abstract**

The main concern of this study is to analyze the emergence of Turkish Slang amongst the young turkish immigrants and its importance. Rap music is where Turkish Slang is mostly used. Since the midst of the 80s, Rap Music has become a medium of expression for the young immigrants who live in Germany. The correlation between Turkish Slang and Rap Music will be discussed in that sense.

Keywords: Turkish Rap, Rap Music, Young immigrants





THROUGHPUT ACCOUNTING AND AN APPLICATION IN A PRODUCTION COMPANY

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Abstract

Production systems of the companies have changed along with the changing and developing technology. Traditional accounting systems are no longer adequate in the companies which use modern production systems. So that companies need accurate cost information to be able to increase their profit and inaccurate cost information causes inaccurate decisions for companies and these inaccurate decisions affect companies' profitability negatively. When companies use traditional methods in calculation of product cost, information that is created by using these methods may be misleading. Because factory overhead cost is allocated to products by using volume based cost drivers in the traditional accounting systems. But today's these traditional allocations may not generate accurate information for companies. To solve this problem, new cost and management accounting systems have been developed. One of these systems is Throughput Accounting which is based on Theory of Constraints.

Throughput accounting can be defined as a cost system which allocates factory overhead cost to products by emphasizing on manufacturing cycle time (Tanış, 1998:188). Companies can calculate product cost more accurately by using the product cost calculation methods of throughput accounting. Throughput accounting advocates that the only variable cost is material cost, on the other hand labor cost and factory overhead cost are qualified as fixed cost and referred to as operating costs. Because companies need accurate product cost information to be able to make rational decisions about the optimal product mix, the acceptance of additional order and the determination of product price etc., throughput accounting is so important for companies. Concisely, throughput accounting can provide more accurate cost information than the traditional accounting systems.

Furthermore, throughput accounting emphasizes the importance of constraints through taking into the consideration of the cost of constraints. The purpose of this study is to emphasize that how throughput accounting affects the companies' profit. For this purpose, to be able to show this effect, descriptive and exploratory case studies were applied in a production company which operates in Hatay, Turkey in 2010. Descriptive case study was applied to determine the existing cost and production system of the selected company. Then, exploratory case study was applied to show how throughput accounting product cost calculation methods affects the company's profit.

Keywords: Traditional Accounting Systems; Theory of Constraints; Throughput; Throughput Accounting.





UNCHANGING MOVEMENT, CHANGING PROFILE: STUDENT MOVEMENTS

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Abstract

The aim of this study that called 68 generation and effected directly to Turkish Political life is examined the student's rebellions's background. So, this study will be proceed from Ottoman to Today as chronologically. The main idea is a question that from the Ottomans to the present day in many areas, I wonder when we are discussing the heritage of the students that I was a part of this heritage.

The process which began with the rebellion of his followers Madrasa, especially 19th.from the second half continued in the schools of the century modern Ottoman.In republican Turkey the movements of students who transfer to universities from time to time, by finding the place(very non-democratic forms) has shown that the historical process continues with all of the vitality.The time in which the/of the society are affected by the political and social issues, and the last movement, another subject of the study shall constitute the change of the student profile and educational institutions.

The study consist from three parts. In the first part that occurred in the period from Ottoman Empire until today examining the dynamics of student, in the second part that occurred in Ottoman Empire and Turkey of Republic that handled the student events by comparing. In the conclusion part will be discussed. The study will be done by analyzing related sources.

Keywords: The Student Movements, Madrasa Students, 68 Generation, Ottoman Empire, Turkey of Republic.





COMPARATIVE HISTORICAL ANALYSIS OF SOCIAL REVOLUTIONS OF FRANCE IN 1789 AND THE PHILIPPINES IN 1896

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Abstract

In the 18th and 19th century, France and Philippines underwent social revolutions led by the middle and lower classes against their respective administration. The conduct of Comparative Historical Research was the method used in data gathering. The research used the theoretical pattern of social revolution by Theda Skocpol and historical materialism by Karl Marx and exhausted the Comparative Historical Analysis with the Method of Agreement and Difference in order to investigate its causes and outcomes. Social revolution deliver fundamental changes in the political and social structure while exposing the collapse of the traditional regime. It affects the succeeding political, social and economic state. The interests of the next political power tend to reflect the consequences of previous conflicts, which eventually led to the evolution of class relations. A more fine-grained analysis for the end result shows that other factors matters a great deal as a medium for change. The economic state and the age of enlightenment became a potential source for revolution. The significant difference found in the study suggests different outcomes with one being successful and the other not. It must serve as an interesting opportunity for further comparison while adding other probable causes.

Keywords: Social revolution, administrative state, economic state, class society and structure, enlightenment



**SOCIAL SECURITY RIGHT OF WORKING WOMEN****Aycan Demir***Akdeniz University, ANTALYA/TURKEY***Abstract**

Special regulation in order to increase the number of working women and their social security rights are necessary. There are many regulations regarding women in the Social Insurance and General Health Insurance Law (5510). This study aims at investigating the regulations about “working women” in this Law 5510. Therefore, general regulations about working women in the Law are researched and regulations about long term and short term insurance specifications are studied. In addition, regulation about indebtedness of working women are investigated.

Keywords: Social Security of Women, Indebtedness, Social Insurance, Working Women



**MAKING DEPARTMENTAL DECISIONS IN HIGHER EDUCATION INSTITUTION****Abdulaziz Alsuhaymi***Leeds University, UNITED KINGDOM***Abstract**

Staff participation in making organisational decisions is critical for both staff and the organisation itself, which will benefit from its staff's experience by making better decisions, while staff, it is suggested, will be more satisfied when they are actively engaged. In higher educational institutions, especially at departmental level, academic staff are expected to participate in making their departments' decisions, especially on issues related to their expertise and knowledge, such as teaching and research issues. However, institutions vary from one to another in the way decisions are made and who makes them. Therefore this research aims to explore how departmental decisions are made at academic department level in one of the Gulf countries. Although there have been a few studies done in this area in a western context, far fewer have been done in the Gulf context, and the subject has been inadequately researched in the Saudi context, creating a knowledge gap that this research could help to fill. Hence the exploratory nature of this research, which focuses on a single case study with two embedded units in order to understand the phenomenon in considerable depth. The qualitative approach has been chosen for this inquiry, using two methods to tackle the issue: documentary analysis and observation of meetings. The analysis of collected data addresses the research question by explaining the role of academic staff in making decisions and the dynamic of making them; it also gives an idea of gender differentiation in participation.

Keywords: Participation, Decision-making, Leadership, Gender.



**AN EVALUATION OF ADMINISTRATORS' OPINIONS ON PERFORMANCE
EVALUATION IN EDUCATION****Sabit Mentеше***Tunceli University, Faculty of Economics and Adm. Sciences, TUNCELI/TURKEY***Abstract**

Performance is the implementation of a job in compliance with predetermined conditions or the behaviour mode of the employee. The performance evaluation is the process of reviewing all aspects of the work and activities, shortcomings and competences of individuals or groups, whatever their positions in their institution. Research has shown that employees differ much in terms of success in their jobs, that the same person may have differences in success over time and that these changes stem from various factors.

One of the major problems of the Turkish national education is the method used in teacher evaluation. The classical inspection system that has been implemented for many years has not provided expected benefits, therefore the decision was taken to adopt performance evaluation in education. The data of this research have been collected by means of the "form on the views of school administrators on performance evaluation in education", that was developed by the researcher and also through semi-structured individual interviews. Study group of the research consists of 56 ministry and school administrators who were employed in Tunceli provincial centre and districts in the academic year of 2014-2015. Since the entire universe of the study was reached, there was no need to get samples. Some of the results obtained are as follows: The main reason for the shift to performance evaluation in national education is to integrate the goals of the institution with the abilities of the individual. Second, passage to the performance evaluation in education will produce positive results in terms of individuals and institutions. Third, infrastructural measures should be taken before adopting the performance evaluation. Especially the evaluators must be well informed and performance criteria must be determined very well. Fourth, staff assessment should be done at least twice a year. Teacher evaluation by students, parents and other interested people is suspicious, if they are to be included in the evaluation their weight of their points must be calculated very well.

Keywords: Performance, Performance Evaluation, Education, Administrator





DISCUSSIONS OF “PRESIDENTIAL SYSTEM” IN TURKISH PRINTED MEDIA

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Abstract

Presidential System in Turkey has been discussed for a long time. The issue which was first brought to the public agenda by the then President Turgut Özal in 1992 was again brought to the attention of the public in 1999 by the then President Süleyman Demirel. This issue was reopened to the discussion by The Justice and Development Party (AK Party) which became to power in 2002, and the eligibility of the Presidential System in Turkey has been frequently highlighted particularly recent years by Recep Tayyip Erdoğan who was the leader of The Justice and Development Party, and Prime Minister of the Republic of Turkey. The issue which has been frequently brought to the public agenda by Recep Tayyip Erdoğan who was elected as the President of Republic of Turkey in August 2014 was among the main political debate of the 7 June General Election period. Presidential System discussions which preoccupied the political agenda was reflected in the media agenda, too. In this study, how printed press organizations with different ideologies approach the ongoing discussions of Presidential System in Turkey was examined in the framework of the theory of agenda-setting and the theory of public opinion-forming. In the study, attitudes of printed press to the discussions of Presidential System between June 1, 2015 and June 7, 2015 was examined with the content analysis method applied to the samples of Hürriyet, Ortadoğu, Sabah, Sözcü, Yeni Şafak and Zaman Newspapers. With the study, how and what extent the printed media gave place to the news about the Presidential System and the discussions about it discussed.

Keywords: Presidential system, Turkey, Parliamentary system, Presidency, Printed media.



**HRM-PERFORMANCE RELATIONSHIP: AN OVERVIEW OF METHODOLOGICAL CHALLENGES AND PROSPECTS****Ahmed Ullah Shah***Muhammad Ali Jinnah University, Islamabad/PAKISTAN***Abstract**

The research on human resource management (HRM) and performance over the past twenty years provides a significant relationship; unfortunately, the results are ambiguous. The purpose of this paper is to review available scientific literature regarding common methodological challenges and to present more relevant and practical solutions. This paper analyzes the literature on HRM-Performance relationship and concludes that there exist significant methodological and analytic problems and there is a strong need to avoid repeating such errors. The review of literature concerning random measurement errors reflects that researchers have largely focused on measurement errors due to items, while the measurement due to time and ratters have been largely ignored. The review of non random measurement errors helps us to conclude that single respondent bias is largely prevalent in HRM-Performance relationship. Likewise, the review of cross sectional design helps us to conclude that despite of considerable amount of research in this area; researchers still use cross sectional data at the expense of longitudinal data. While, a review of specification errors help us to conclude that researchers did considerable job in this regard. This paper also reviews the methodological challenges pertaining to small sample size and correlation and concludes that most of the studies have used small sample size and limited to correlation. Finally, this paper review mediation and moderation and concludes that there exist misconceptions and gaps. Researchers specially suggest incorporation of contemporary approaches to mediation and moderation.

Keywords: HRM, Performance, Methodological challenges, Mediation, Moderation



THE ROLE OF WOMAN IN THE ANCIENT GREEK ART OF OIKONOMIA (HOUSE MANAGEMENT)

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Abstract

The word *oikos* that corresponds to house in the Ancient Greek did not merely mean the house. It consisted of all the household that lived there including the family and the slaves, all the production activities within and outside the house, and all the goods attained with those activities. As *oikos* was accepted as the smallest unit that created the polis, the city state, the management and the development of *oikos* was an important and vital issue in the Greek tradition.

The Greek city states starting from Athens and Sparta experienced a long lasting chaotic period in the 4th and 5th centuries BC with the Persian Wars and the Peloponnesian War. The political, economic and the social losses adversely affected both the states and the *oikoi* at the small scale. For this reason the philosophers in the 4th century BC produced works on city administration, made analysis on how a good administration must be and put some principles. On their analysis on the administration they showed the resemblance between the city administration and the *oikos* and in this way researched on how a good house management must be. In this way manuals on house management emerged and the family, the slaves and all their production activities were focused. In time these analysis turned into a literary genre and formed the first theoretical samples of the science that we call house management today.

The foundation of *oikos* is marriage. For this reason woman has emerged as both the assistant of the householder and an important actor of the production activities in the *oikos*. In this paper the development of the art of house management in the Greek literary tradition will be dealt. And then the duties of the woman as a result of the relationship of her with the house through marriage will be focused. In this way the effects of the role of the woman in house management on both the economy and the social life will be put forward.

Keywords: *Oeconomia*; House Management; Women; Ancient Greek



**CONTRIBUTION OF THE ENGLISH SCHOOL TO THE THEORY OF INTERNATIONAL RELATIONS****Vakur Sumer***Selcuk University, Faculty of Economics and Administrative Sciences, KONYA/TURKEY***Abstract**

In this paper, the contribution of English School to the IR theory is analyzed. It is argued in this paper that it is basically the theoretical richness of the English School that resulted in a diverse range of criticisms. As Olson and Groom concludes, the I.R. should be regarded as a travelogue. In this sense, there is no so-called “royal road” in I.R. theory. It is the fruitfulness of debates among theories and approaches that provides creativity in establishing better understandings. In this respect, one can recognize that the English School has triggered a great deal of lively theoretical discussions in I.R. circles.

Its normative focus gave inspiration to other theorists such as those adopted critical and normative approaches. Through its normative lenses, it gave due importance to the demise of the apartheid regime in South Africa. Through this way, the English School attracted attention to issues which tend to remain as of secondary in realism and its various variants.

With regard to English School’s contribution to I.R. theory, its critique of realism is noteworthy. English School scholars provide a more accurate and richer perspective on international scene, when compared with mainstream realism. Discussing the contribution of the English School is that it is not preoccupied with the famous “level of analysis” problem in I.R. Its adherents tend to focus on broader picture instead.

This freedom, which is enhanced by more reliance upon philosophy, history and interpretation, makes English School a prolific approach in I.R. Through this freedom in thinking, English School scholars provided a number of studies with respect to human rights, humanitarian intervention, compatibility of sovereignty principle and humanitarian interventions, and the question of justice. The “historical” orientation of the English School appears to be one of the decisive contributions to I.R. theorizing, which has been emulated by many, and has been tried to be advanced recently by historical sociologists in particular, and critical approaches, in general.

Keywords: English School, International Relations; Theory; Normative theory





SEEKING FOR CRITERION IN JUSTICE: IS IT RECOGNITION, REDISTRIBUTION OR REPRESENTATION? AN ALTERNATIVE MODEL OF COALITION IN NANCY FRASER

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Abstract

Can universal discourses such as "equality for every body" and "justice for everybody" provide enough substructure to establish justice and equality? What kind of discourse practice is needed in order to form a fair social system? When "injustice" is the point in question to what extent will it be true to consider at first hand only economic inequality? Is it not cultural inequality at least as important as economic inequality? If we consider the concept of justice in the light of all these questions, Nancy Fraser's justice concept which remarks three different dimensions of justice can be interpreted as a product of an effort towards removing the gaps of classic and modern justice theories. Therefore, Nancy Fraser envisages the three dimensions of justice namely; "redistribution", "recognition" and "representation", which fall into neither classic nor modern understanding. Fraser thinks that classic justice theories put emphasis only on material distribution, which in turn lead to insufficient justice theory. As a result of this, while in these days intense identity and differentness based debates are going on she develops a different justice discourse in order to remove the short-comings of classic justice theories.

Keywords: Justice; Equality; Redistribution; Recognition; Representation.



**DOMESTIC VIOLENCE AND PROTECTION MECHANISMS: EXAMPLE OF
ANTALYA****Aycan Demir***Akdeniz University, ANTALYA/TURKEY***Abstract**

Domestic violence is one of the major problems in our country. In parallel with the number of domestic violence cases in the country, Antalya has a high number of such cases in particular. This study investigates the intensity of the domestic violence cases by carrying out a research on the number of appeals to arbitration in the context of the 6284, Protection of the Family and Prevention of the Domestic Violence Law. In addition, the Prosecution, the Judicial Courts and Family Courts in Antalya are studied in this research. Moreover, all the protection and struggle mechanisms to end domestic violence, Antalya Bar Council in particular, are explored. Women's Rights Commission and Children's Rights Commission working under Antalya Bar Council are studied. Thus, the study focuses on struggle and protection mechanisms to fight against violence against women and children.

The study aims at clarifying the data including the numeral data with regards to domestic violence in Antalya. The method is developed by obtaining data and by analyzing them. In addition, the struggle methods are investigated by discussing the issue with Antalya Bar Council. Furthermore, the institutions of the Ministry and organizations working on this issue are studied. New Centers built on this issue in particular, working under the Family and Social Policies Administration named Prevention and Observation of Violence Centers are explored in this study. In addition, Child Observation Centers built in Antalya as a pilot city are researched in the study. Such centers are built to provide services such as health, education, police force legal aid to the sexually abused children with the contribution of state services.

Keywords: Domestic Violence, Protection Mechanisms, Bar Council

**PERCEPTION OF WOMEN IN THE HOLY BOOKS: A SOCIOLOGICAL
ANALYSIS****Arif Korkmaz***Necmettin Erbakan University, KONYA/TURKEY***Abstract**

The problem of "women" is, from past to present, one of the most important agenda in the area of the "social problems". In this context, issues such as "women's rights", "women in working life", "the in/equality of women and men", "women in the public sphere", "violence against women" and "gender" are, with the impact of social processes such as secularism and modernism, increasingly important discussion topics in the last few centuries. If the subject is "women", that "religion" is involved in this debate is inevitable; because religion is the most important social institution that affects, directs, and even determines people's perceptions in the issue of women as in many social issues. Therefore, it is difficult to understand, without analyzing the religion's perception of women, the perception of women and problems that are developing around this perception in any society. The main sources of religions are, of course, the sacred texts of these religions. It is almost impossible to find another text as a sacred text that can affect the social imagination.

For all these reasons, by analyzing the perception of women in the holy books of the three major religions in the world (Judaism, Christianity, and Islam) that are shaping the unconscious of nearly half the world's population, this paper hopes to shed light on the religious principles and teachings that justify the Jews', Christians' and Muslims' imagination of women. In this context, the main problems of the paper are the following: What are the Biblical and Quranic perception of women? What are the basic components that form these holy books' perception of women? What are the similarities and differences of these holy books' perception of women? To find out the answers to these questions, first, all of the Bible and the Quran will be read, and the verses about women will be identified; and second, these verses are to be classified under some of the main and sub-headings; and finally, socio-cultural factors that form these holy books' perception of women will be analyzed in the context of historical and social conditions in which these holy books were revealed.

Keywords: Bible; Quran; perception of women; sociological perspective



SURH SER AT OTTOMAN POETRY; QIZILBASH**Gülçiçek Akçay***Trakya University, EDİRNE/TURKEY***Abstract**

Qizilbash notion which come out after rivalry between Ottoman and Safavid Empire has not only a meaning of apparel but also has got a wide association idea such initially "religious" and "political". Qizilbash which mostly define Safavids and includes sectarian emphasis has meaning of alternating respondent during the Sunni Ottoman Power terminology. In divan literatures that we analysed, the couplets where the "Qizilbash" word takes a part, generally said within the context of rivalry between Ottoman and Safevid Empire and "Qizilbash" fulfils the society of Shian Safevids. However the Ottoman Poetry has been told for the related topics of such love, beloved, nature, longing and ultimate union, due to the result of the rivalry of issued war, the couplets which defines the state of the conflict expression proves it. Although, we dont know the poets religious or political views, the dominated expressions shows us that the poets supports Sunni Ottoman Power in their poems. On the other hand, it ain't be seen to guessed that the opposite point of view of this expression adopted by Shian Safevids. Its normal that the conflicted parties enchance marginalised expressions. The founder of the Safavid state Shah Ismail Khatai Qizilbash concept of poetry in the court order was the second positive pseudonym was expressed literally.

In this report, at ottoman poetry, expressions of poets whom related to Ottoman ideology, regardless the context of poem, we will try to analyse the Qizilbash image which negative association of ideas that the Qizilbash word take place.

Keywords: Ottoman poetry, Surh-ser, Qizilbash, Shi'ism, Sunnism



INFLATION-RELATIVE PRICE VARIABILITY RELATIONSHIP: THE CASE OF TURKEY

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Abstract

In free market economies, the price mechanism plays an important role in the conduct of economic activities. In these economies, market prices are the main indicators which guide the allocation of the resources. As predicted by economic theory, disruptions in the function of the price mechanism prevent the efficient allocation of the resources. The effectiveness of the price mechanism will be further reduced in periods of high inflation or deflation. In such an environment, necessary and sufficient information needed by agents for making rational decisions cannot be obtained due to deterioration the structure of relative prices in the economy. In the economics literature, the relationship between inflation and relative price variability is accepted as one of the causes of fluctuations in the free market economies. Especially, while inflation is a common problem in today's economy, it is very important to determine the inflation-relative price variability relationship.

The empirical studies in this subject have shown that there is mostly a positive relation between the two variables but that the direction and the degree of the relation may change based on the product groups and inflation levels. It is also possible to note a limited number of other studies which refuse the relation between the two variables. In the related literature, while most economists acknowledge the relationship between inflation and relative price variability, there seems to be no unanimity as to the direction of causality between the two variables. In the studies testing the relation between inflation and relative price variability for the case of Turkey, a positive relationship was found between the two variables, but causal relationship on the basis of expenditure groups or sub-region was not tested.

In this study, the relationship between inflation and relative price variability was separately investigated on the basis of both expenditure and sub-region in Turkey, for the period of 2003-2014. For this purpose, first, inflation rate and relative price variability of each expenditure group and sub-region were calculated by using monthly consumer price index of 31 expenditure groups in 26 TR regions. Later, correlation analysis was performed to determine the direction and the degree of the relationship between the two variables. Later, the binary variables which were separately generated for each 26 regions and for 31 expenditure groups were subjected to Granger causality test, variance decomposition and impulse-response analysis within the framework of the VAR model. The results of the analysis for expenditure groups have shown that there is usually a bi-directional or unidirectional causality from inflation to relative price variability. The results based on regional data have shown that the direction of the causality runs from relative price variability to inflation.

Keywords: Inflation; Relative Prices; Relative Price Variability; VAR; Granger Causality





OTTOMAN HERITAGE LEFT UNUSUAL MUSLIMS IN THE BALKANS; GORANI AND TOBES

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Abstract

Turcs, Bosniaks, Pomacs and Albanian are significant Muslim groups who are well known in the Balkans, but Other Muslims groups Gorani and Tobes Muslim groups are lesser known ethnic groups in the Balkans. Actually These ethnic groups accepted İslam in that time When Ottaman Empire was ruling Balkans. After that point, These ethnic groups established organic ties and emotinal feelings by Turkish culture. Although They speak diffrent language from Turkish Language, They are so closed their style of life and tradition If that culture is compared by Turkish culture. In Balkans, a little diffrence is accepted as a diffrent idetinty. Even if Makedon and Bulgarian are same identity Such as religion and language. But Macedons claim that different historical past. So that They are accepted themselves definetly as diffrent ethnic group from Bulgarian identy. Furthermore We tried to analysed between these groups language similarities. Also By this research try to notice that Turkey have to interest in these groups.

Keywords: Muslims, Gorani, Tobes





UN SECURITY COUNCIL AN INITIATIVE TO RECOGNIZE THE GENOCIDE HAPPENED IN SREBRENITSA, AND EVALUATION OF RUSSIAN VETO IN AS- PECT OF INTERNATIONAL STRATEGY

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Abstract

After the second War called the largest massacre in Europe, that were in Srebrenica Srebrenitsa where security area was belonged to Netherland Who connected to UN peacekeeper. 8000 Muslim men were killed by Serbian forces there. About the attitude of Netherland soldiers have been evaluated, It is related by this event, Is it possible Netherland soldiers on trial? We try to answer this question. Although genocide draft was supported by Western State especially UK because of universary 20th of genocide, Russia vetoed it. We researched why Russia vetoed that genocide draft. In that regard, Russia and Serbia relations are examined by Panslavizm policy. Whereas in the 1915 that time Ermenian people had been forced to imigration from Anatolia to another part of Ottoman Empire This event is being accepted by Russia and Serbia as genocide, While They aren't accepting as massacres of Bosniaks in Srebrenitsa. We tried to notice contradiction of approach on genocide of Srebrenitsa.

Keywords: Srebrenitsa; Genocide; Panslavizm



**THE EFFECTS OF TEACHERS' LEVEL OF PERCEPTION OF SCHOOL
CULTURE ON JOB MOTIVATION****Serkan Kadiođlu***Istanbul Sabahattin Zaim University, Institute of Social Sciences, İSTANBUL/TURKEY***Hatice Kadiođlu Ateş***Istanbul Sabahattin Zaim University, Faculty of Education, İSTANBUL/TURKEY***Yasir Bünyamin Kurşunođlu***MEB, İSTANBUL/TURKEY***Abstract**

The aim of this study is to investigate the effects of the perception of school culture of the teachers on their job motivation in the public educational institutions in the district of Avcılar, Istanbul. The sample of the study consists of 305 teachers working in the public educational institutions in the district of Avcılar, Istanbul, in the 2014-2015 educational year. Such techniques as arithmetic mean and factor analysis were used in data analysis.

The study found the following;

According to the findings, the participants have a high level of job motivation. Based on the data, the level of job motivation does not show a significant difference in terms of the age variable.

The sample's perception of school culture shows a statistically significant difference in favor of male participants in the Cooperative Leadership sub-variable of Gender variable. It can be said that male teachers' level of awareness for cooperative leadership approaches is higher than that of female teachers'.

level of job motivation does not show a statistically significant difference in terms of the 'level of education' variable. The level of job satisfaction of teachers who have an educational background at doctoral level show difference only in terms of the 'team cohesion' variable.

In any of the sub-variables of the job motivation scale, there is no statistical significant difference in the level of teachers' job motivation in the variables of 'occupational seniority' and 'length of service'.

In terms of the 'gender' variable, the perception of school culture shows no statistically significant difference in the sub-variables of school culture scale except for 'teacher cooperation' and 'occupational development' variables.

In terms of the 'age' variable, teachers' perception of school culture shows no variety. It shows variety only in the 'teacher cooperation' sub variable of the 20-30 age group.

It was found that teachers' level of perception of school culture does not show any difference in all sub-variables except for the 'learning partnership' and 'teacher cooperation' sub-variables. It was found that the group that consisted of participants with doctoral diplomas has more 'teacher cooperation.'



In general, in terms of 'occupational seniority' there is no difference in teachers' perception of school culture in the sub-variables of school culture scale; however, in the general mean there is a statistical significant difference in the 'learning partnership' and 'teacher cooperation' sub-variables. When we look at the difference in terms of 'occupational development' variable, we see that teachers with 1-5 years of school experience have lower level of perception of school culture than teachers with more school experience.

When we examine the perception of school culture in terms of 'length of service' variable, there is no statistically significant difference in any sub-variable. Only the perception of teachers with 1-5 years of experience is lower than all other teachers in all sub-variables of school culture scale, but this difference is not statistically significant.

Keywords: Job Motivation, Organizational Culture, School Culture



**AN INVESTIGATION INTO THE DISCIPLINARY ATTITUDES OF SCHOOL
ADMINISTRATORS****Serkan Kadiođlu***Istanbul Sabahattin Zaim University, Institute of Social Sciences, İSTANBUL/TURKEY***Hatice Kadiođlu Ateş***Istanbul Sabahattin Zaim University, Faculty of Education, İSTANBUL/TURKEY***Güler Kanbay Ak***MEB, İSTANBUL/TURKEY***Abstract**

The aim of this study is to investigate the disciplinary approaches of school administrators. The study employed qualitative research methods and techniques. The sample of the study consists of the school administrators employed in the secondary schools in the district of Başakşehir, Istanbul, in the 2014-2015 educational year. The study unveiled the opinions of 56 school administrators on the definition and aims of the concept of discipline, and, at the same time, revealed their disciplinary approaches that they have adopted. Data were collected from school administrators through a semi-structured interview. Interviews were videotaped. The study took approximately two months. According to the findings, school administrators defined discipline as a way of re-rounding desired behaviors, of accomodating to rules and regulations, rewarding and motivating the employees, and maintaining order in the institution. However, it was also found that some school administrators defined discipline as a punishment for undesired behaviors. It was found that school administrators think that discipline aims to secure productive functioning of the institutions, to get things to be done neatly, to help the personnel to be successful, to prevent all possible problems, to make the personnel abide by the rules and regulations and to organize the works to be done. The study also found that among the attitudes that the school administrators take up when they impose discipline are encouragement and rewarding instead of prohibition, and identifying the reasons for, and preventing, indiscipline. Based on these findings, it was concluded that the majority of school administrators have preventive attitudes towards indiscipline. Some school administrators have such attitudes as forcing the employees to act properly, developing an attitude towards the undisciplined personnel, and threatening which shows that they have rehabilitation-based attitude towards indiscipline. School administrators that penalize the undisciplined personnel in line with the requirements of laws and regulations by giving justifications have the disciplinary attitude which is based on penalty and prohibitions. A small amount of school administrators that participated in the study was found to have a revenge-based attitude towards the undisciplined employees. It was concluded that administrators in this group develop such attitudes as waiting for misconducts that require heavy punishments; not helping those in difficult situations, and depriving them of their rights. Based on the findings, it can be said that school administrators are knowledgeable with the definition and aims of discipline; that they usually have the preventive attitudes towards indiscipline; and that there are very few school administrators that have revenge-based attitudes towards indiscipline.

Keywords: Disciplinary attitudes, School administrator, Educational management, Secondary school

A RESEARCH ON THE QUALITY ASSURANCE SYSTEMS IN HIGHER EDUCATION

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Abstract

Significant developments in information and communication technology along with a knowledge-based global economic competition accelerated in the last quarter of the 20th century in the world have resulted in a fact that governments re-evaluate and reconfigure their systems in higher education, as in all fields, in the light of developments. Owing to the facts that the demand for higher education increases each day even though the resources allocated from public sources do not increase evenly, and the expectations from higher education institutions about more qualified service as a result of rapid economic and social changes experienced regarding an information-based economy and society are constantly increasing, higher education institutions, which grow rapidly and administration of which becomes more complex, have to follow systematic and strategic approaches related to education, training, research and other services (<https://bologna.yok.gov.tr>).

Turker (2003) defines quality in higher education and emphasizes its features as follows:

In the design phase should be taken into account conditions such as research and educational activities, the number and quality of students (acceptance criteria), the level of education to be provided (courses, contents, exam types, number of examinations, and weight of theoretical and experimental lessons), relations with the industry, the quantity, qualifications and the course loads of academic staff, the building where education will be provided (classrooms, laboratories, library, cafeteria, etc.), social activities for students, medical problems, registration services, advisory services, and so on.

It is observed that one of the first conditions to be at the forefront in the race for attracting successful students and hiring talented researchers and faculty members is to ensure quality at teaching, research and management levels, and to share with the relevant stakeholders. In this context, the problem statement of this research is "What is the quality assurance system in higher education and how is it implemented?" Sub-problems were created to support responses to this fundamental problem. These sub-problem are:

1. What are the quality assurance systems used in Higher Education? What are the criteria that these systems are based on?



2. To what extent are the quality assurance systems used in Turkey implemented?
3. Which universities are accredited universities in Turkey and what are their orders on the world scale?

Method

This research utilizes general survey model. As part of the research was used document analysis for data collection.

Findings and Comments

Under this heading, it will be provided findings and comments regarding these findings.

Discussion and Conclusion

Under this heading, it will be presented findings to be obtained and they will be discussed in the light of the findings in the literature and related fields.

Keywords: Quality assurance systems, Assurance Systems in Higher Education, Higher Education.





A COMPARATIVE ANALYSIS ON EDUCATIONAL POLICIES IN TURKEY, DENMARK AND PORTUGAL

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Abstract

Education means all of the processes also encompassing all social processes, which are effective in individuals' acquisition of community standards, beliefs and life styles, in which they develop their skills, attitudes and other behaviors that society they live in values. According to another definition, education refers to a regular interaction created in order to provide development in human behaviors regarding knowledge, skills, understanding, interests, attitudes, character and other certain personality characteristics considered important. Governments create / develop education systems considering certain policies as the basis. It is a process affected by overall policies.

Policies on education may be about creating laws and regulations related to education, operation and implementation of regulations related to education or provision of educational services to the citizens. Education policies refers to a set of documents formulated to determine the principles and rules regarding the organization, operation and finance of educational institutions, their short-term, medium-term and long-term objectives, selection of the employees will be hired, working conditions and some other features such as employee rights, in parallel to the transformation of the whole system. Education policy can also be defined as a concept including all processes related to a country's education system, and all kinds of events which form the basis for the legislation of regulations and practices. Policy, for education, can be regarded as a system which strengthens, develops and changes it, and establish communication networks and different forms of relationships. This research which strives to compare the educational policies in Turkey, Portugal Denmark the in terms of some variables utilizes comparative survey model. Under 'Findings, Discussion' and 'Conclusion' headings, it will be presented findings to be obtained and they will be discussed in the light of the findings in the literature and related fields.

Keywords: Educational Policies, Denmark, Turkey, Policy



REPETITION AND EVERYDAYNESS**M. Cihan Camcı***Akdeniz University, Faculty of Letters, ANTALYA/TURKEY***Abstract**

In this paper, I will point to the temporality of the everydayness in Zbigniew Rybcynski's Tango, an eight minutes animation of a Polish director. Tango is a short animation basically on absurd activities of thirty-six irrelevant people in a room accompanied by an overriding tango rhythm. We start watching the film with the view of an empty room that will be gradually filled up with activities of different people that are repeated monotonously and mechanically with every episode new people and actions added up to a certain extent. Then activities lessen smoothly and come to an end. From the beginning till the end, music –tango- dominates the activities taking place in the room. The music, repeating itself relentlessly in the same tone, goes along with the irrelevant actions and somehow makes them seem alike although none of the persons or couples is related to each other. The inhabitants of the room are so disentangled that despite the apparent closeness within the small space they come together, they are absolutely ignorant and unaware of one other, never talk and converse.

On the surface, the movie seems to represent a typical modern alienation. All animated characters are busy with their own purposes and fulfill their tasks in a robotic automaticity and adjustment. They show no sign of human intimacy even when they eat, play, take care of their babies, steal and have sex. The repetition of the music emphasizes the estrangement and the boredom of the routine.

I will argue that, the repetition and the estrangement owing to the sameness of the everyday activities, somehow, lead one to consider the meaning of life as a whole. I will refer to the temporal structure of everydayness and claim that the formal structure of our daily life outstands as if it is nothing but the repetition of the same moment. I will conclude that, the meaning of life appears in that particular moment and yet still remains concealed in this appearance like Heidegger says.

Keywords: Everydayness; Temporality; Heidegger; Repetition

**THE APPLICATION OF PERSONAL IDENTIFICATION DATABASE AND
RISK MANAGEMENT MECHANISM****Chi-hsien Tsai***Graduate institute of Political Economy, National Cheng Kung University, R.O.C.***Abstract**

In the ICTs' era, and the trend of NPM, Governance has been urging the e-government to provide "active" and "tailored" services. More importantly, in the aged society, which comes from the baby boomers, the services need to be more satisfactory and urgent for the democratic government when most citizens in the society become old. A system or database containing personal data to identify who you are or I am is indispensable when the e-government wants to deliver the services.

The research by C. H. Tsai (2004) has pointed out the method of personal identification is to distinguish the data of personal characteristics. Such as ID card, credit card, GCA, signature, and fingerprint, iris, blood vessel, and etc. The front puts personal characteristics data on the "carrier", and the rear is on the "live" body. For "carrier" may be lost and copied. As a result, the rear is less risky with the viewpoint of "copy" technology nowadays.

Though "live" is better than "carrier" considering the method of personal identification, it's another story when we want to collect personal data because it relates to the issue of "privacy". Not to mention how to integrate different kinds of personal "live" data in database. Therefore, how to ensure the personal identification data not to be leaked and misused is a very serious issue. And moreover, it involves the concept of "risk", as Beck, Giddens, Lash & Urry (1996) mentioned about "Risk Society" in the "Second Modernity". As a result, how to manage the risk is vital, especially, the recognition of risk diverges among people.

This essay focuses on: how to choose a proper personal identification tool, proceeding to establish a personal identification database and create a set of safe enquiry mechanism. It includes public use and personal use, according to organizational decision and self decision respectively. Thus, this paper not only provides a method of using personal identification to benefit people, but also offer the cures to prevent the risk by using special enquiry mechanism. Consequently, the government could actively provide the tailored services and more welfare to its people.

Keywords: personal identification, risk, enquiry mechanism, tailored service, e-government



**THE FISCAL DEFICITS BETWEEN 2000 AND 2014 AND THEIR MACROECONOMIC EFFECTS IN TURKEY ECONOMY****Şadiye Okutan***Karadeniz Technical University, TRABZON/TURKEY***Abstract**

Today, with the process of globalization, the sustainability of the economic and political structure of the state organization has become critically important. For years traditional and alternative measurement methods of fiscal deficit have been used to determine the sustainability of the public economy. In this study, the fiscal deficit of Turkish economy between 2000 and 2014, as well as its effect on macroeconomic indicators have been analysed. In this study, first the theoretical framework of fiscal deficits is analysed. Then in light of the published statistical data, graphics were created to investigate the yearly developments in fiscal deficits. In the graphics, the changes that might be caused by the sudden increase and decreases have been assessed and the deficits in the Turkish economy have been compared to 14 other countries. The study concludes with the finding that fiscal deficit is an economical problem that can be encountered from time to time, and structural reforms can be considered an effective solution. In addition, the study has found that the impact of the fiscal deficit increases rapidly when fiscal deficit occur simultaneously with economical and political instability.

Keywords: Fiscal Deficit; Budget Deficit; Alternative Fiscal Deficit Measurements Methods; The Macroeconomic Effects of Fiscal Deficits





CONTRIBUTION OF NEW TECHNOLOGIES TO UNIVERSITY EDUCATION: OPINIONS OF COMMUNICATION FACULTY STUDENTS ON AUGMENTED REALITY APPLICATIONS

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Abstract

The development of technology innovatively and globally has influenced the field of education as well as all the industries and commenced entailment of profound changes at all stages of education. In this context, it is observed that varied disciplines in universities are supporting their traditional educational methods with many new technologies in effort to provide appropriate new-era-training to the new generation of students who effectively use communication technologies. Many researches conducted in recent years indicate that technology enhances and enriches teaching and learning practices while contributing to create a collaborative and interactive learning environment. One of the new technologies that considered having a potential of providing new methods to education and introducing new pedagogical value is "Augmented Reality".

Augmented Reality (AR) stands out as one of the new technologies that combines the virtual world with the real world with its feature of transferring the virtual information to real environment in real time. As AR technology commenced to be used increasingly in many industries including defense and medicine and in many areas and disciplines including advertising and marketing, inevitably it will be used widely in educational processes because of its positive impact on teaching and learning methods. There are new studies in the direction of that AR fills the gap between theory and practice with its visuality and creativity based educational process with its feature of integrating the real with the virtual AR in the educational process, so that it simplifies and deepens the learning.

This study aims to explore awareness and interest levels, and practical skills of university students in Turkey on AR applications. It is important to determine the ideas and skills to use technology of this group to be able to make a new student-centered education planning for students who are one side of the education process. Hence a research was conducted with the undergraduate students of communication faculty in which the departments have creativity based disciplines and use visual technologies. The research sample consists of students of five departments in Faculty of Communication at Kocaeli University. Data were collected from online questionnaires filled out by the students at the beginning of 2015 fall semester. The research is evaluated with its findings as a comparative study revealing the different approaches to the subject among the students who study in varied departments. In the study there are suggestions on AR's contribution to the learning process along with the assessment made in the framework of the findings.

Keywords: University Education, New Technologies, Augmented Reality (AR) Applications, Faculty of Communication Students



**RECENT DEVELOPMENTS IN LEGAL RECOGNITION OF THE SAME-SEX MARRIAGES IN THE LIGHT OF THE US AND ECHR CASE LAW****Nazim Ziyadov***Antalya International University, ANTALYA/TURKEY***Abstract**

The development in the human rights history led to legal recognition of right to marry as one of the fundamental rights. However, the recent social changes that have taken place in the societies of different countries cause reconsideration of the contents of the matter. The traditional consideration of this right that entitles opposite sex marriages is criticized in the light of innovative legal analysis. The supporters of application of this analysis claim that right to marry, which has been considered as right applicable to the parties representing opposite sex, shall be reconsidered. According to them, this reconsideration shall widen this right to same-sex couples. The aforementioned legal problem has been not only in agendas of the highest courts of different countries but also the international judicial authorities. The proposed paper intends performing analysis of this issue based on the recent case law developments of the Supreme Court of the United States and European Court of Human Rights (ECHR).

In particular, the paper will analyze two critical cases in the area. In the US, the landmark case to be analyzed is *Obergefell et al. v. Hodges Director, Ohio Department of Health* (decided June 26, 2015) where the Supreme Court with strong dissenting opinions delivered a majority opinion establishing a rule for public authorities in different federal states to issue marriage certificates to the same-sex couple applicants. This ruling led to controversy in different federal states, which do not recognize right to marry as right applicable to the same-sex couples.

In the ECHR case law, the point of interest selected for comparison purposes is *Schalk and Kopf v. Austria* (decided June 24, 2010) where the Court hesitated to recognize right to marry as right applicable to the same-sex couples. It has interpreted the margin of appreciation of the Council of Europe's members wider while considering the legal circumstances of the case. The final ruling of the ECHR stated that no right to marry that can be applicable to the same-sex couples exist as such. However, at the same time, the Court gave reasoning, which supported a position arguing need for some kind of legal recognition of the same-sex relationships.

Based on comparative methodology to be applied to the cases referred to above it is intended to give not only description of the current status quo in this area but also to highlight potential forthcoming changes in the position of the ECHR.

Keywords: Same-sex Marriages; Sexual Discrimination; ECHR; Right to Marry





A COMPARATIVE STUDY ON TURKISH TRANSLATIONS OF JAMES JOYCE'S SHORT STORIES "THE SISTERS", "AN ENCOUNTER" AND "ARABY" IN DUBLINERS

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Abstract

In this study, two different Turkish translations of the short stories titled "The Sisters", "An Encounter" and "Araby" in James Joyce's Dubliners will be examined from the viewpoint of linguistics and translation studies. One of the translations was performed by Murat Belge in 1987, while the other was carried out by Merve Tokmakçiođlu in 2015 thanks to the centenary of the publication of Dubliners. Turkish translations will be analyzed comparatively and assessed with respect to the attitudes of the translators towards source and target texts, the translation strategies they used, the adequacy of the target text within the semantic world of Turkish language as well as the linguistic problems observed throughout the texts. The purpose of such a comparison is to ascertain the transfer processes of language structures and cultural elements which are regarded as an inseparable part of language. The translation strategies will be determined on the basis of Vinay and Darbelnet's classification which comprises seven strategies. The questions that are pursued in this article pertain to a number of aspects such as the range of problems the translators faced, the methods they used in the translation of cultural elements and the degree of accuracy of the transferred message from the source text to the target text.

Keywords: Translation studies, Translation strategies, Cultural elements





THE HATE SPEECH IN NEW MEDIA ENVIRONMENTS: THE ANALYSIS OF VIDEOS WHICH INCLUDE HATE SPEECH FOR GAY PEOPLE

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Abstract

The new media environment has a few features like being multimedia, concurrency, interaction supplies freedom of speech to the individuals which the traditional media vehicles could not provide. However, this freedom which is supplied by new media environments created a disadvantaged situation which is formed by the messages that is not known by who is produced and not controlled by an editor. The user generated content in new media environments causes the circulation of hate speech in Internet according to open and implied discriminatory messages. As a part of hate speech, obscenity, indignity and teasing can be given as examples. Youtube as a media sharing web site is the first web site which is formed in this area where is loaded and watched millions of video. In this context, the hate speech in the videos which contains discriminative statements is legitimized. The sharing and commenting possibilities is enlarging the facilitation of allocation hate speech in Youtube.

As a new media vehicle Youtube supplies the risks and opportunities in Internet together. The aim of this study is examining discourse analysis practices according to hate speech for homosexual people. In this study the videos which are about homosexuality in Youtube are analysed according to Van Dijk's critical discourse analysis method in 2014. The discourse analysis method which is improved by Van Dijk for examining traditional news is applied to Youtube. As a consequence of this application; the circulation of hate speech is analysed according to open and implied discriminative statements in video sharing sites.

Keywords: Homosexuality, New Media, Hate Speech



**CATEGORIZING AND COMPARING STOCK ASSESSMENT METHODS
FROM VUK, TMS AND ACCOUNTING PRINCIPLES POINTS OF VIEW****Erkin Nevzat Güdelci**

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Fikret Otlu

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Abstract

Aim of this work is the stock assesment methods which is used in purchsing, the production stage and the inventory. Stock Exchange methods are particularly explained from TMS point of view. The accoounting standarts bring some differences to the current exercises. At this point, The one of aims of this work is to explain stock exchange methods by Accounting Standarts and In this way, provide knowledge in this area. In the stage of purchising, the main method is to use “assessment by Cost” but the stocks bought in different dates have to be assessed with different methods during stage of purchising and selling to find the cost of stocks. ,The other main aim of this work is to assess these methods from VUK, TMS and Acoounting Principles points of view, so that, to put forward different sides of these methods. To do this, An Example is given to help people to compare these methods in the same example.

Keywords: Stocks-Stock Assessment Methods-TMS 2- VUK



COMPATITIVENESS IN THE COMPANY LEVEL AND THE EXAMPLE OF GÜBRETAŞ

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Abstract

To be successful in their competitive environment, Companies should choose proper competitive tools which are compatible to their external environment. It is because being successful is closely associated with being competitive. Therefore, a general look at Competitiveness are done at the beginning of this work. In addition to this, In this work, the reasons for companies to compete with are explained and the external and internal factors for competitiveness are listed. In further sections, the Example of Gübretaş is taken and assessed through internal and external competitive factors and its competitive tools are explained and the advices for Gübretaş to be more competitive are given as well.

Keywords: Competitiveness, competition in the level of company, Gübretaş A.Ş





ATTITUDE OF THE UNIVERSITY STUDENTS ON FAMILY, GENDER ROLES AND VIOLENCE TOWARDS THE WOMEN

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Abstract

The family is a fundamental social institution which is subject to various reviews including both positive and negative ones. There have been different points of views regarding family. On the one side, some believe that today the family has already transferred its various functions such as economic and social ones to some other agencies; and even writing a book called “the death of the family” they stressed that it is no longer a necessity for us. On the other side, some argue that the family will never lose its significance due to its functions in preserving children and adolescent groups from alcoholism, drugs, and sexuality at a young age. They have also acknowledged that in achieving children's emotional satisfaction the family has no alternative. They regard the family as a crucial institution in the socialization of individuals and sustainability of social structure. However, it has been observed that the discussions regarding family have been trapped between two contradictory approaches.

The first one has underestimated the family by seeing it as one of the main responsible agents for social problems. The second one, conversely, has tended to mythicize it and shown almost zero tolerance to criticism. Beyond such standpoints, it must be plausible to understand that how this long-standing institution has been affected by social transformations and how this evolution has occurred in the course of time. Obviously, such an attempt might be possible through ever-increasing research efforts upon the family institution.

This research has been emerged as a result of such an effort. The subject of this research is the attitudes of university students on family, marriage, gender roles, and the causes of violence against women. The population of the research covers the students of Niğde University and it has been constructed via current enrollment lists received from the Office of the Vice President for Student Affairs in December, 2014. The lists include the current number of students at faculties, vocational schools, institutes, and conservatory. Based on the numbers of boys and girls at each faculty, department and class, and assuming each class as a stratum, a stratified sampling has been constructed. 10 % of the total number of students in each layer selected by random sampling method and a questionnaire has been applied to this group.

The findings show that the students ascribe a considerable amount of value to the family institution. Their attitudes towards marriage, on the contrary, are not equally positive. The students have asserted various reasons towards the reasons of violence against women but the prominent ones described as follows: lack of education, traditions, social values, prejudices of men, and economic problems.

Keywords: Family, marriage, gender roles, violence against women, youth.



**THE REALITY OF DEMONSTRABLE VIOLENCE****Elif Ergün***Sakarya University, Faculty of Science and Letters SAKARYA/TURKEY***Abstract**

When there is a critique about the photo which is documentary, Sontag is the first name that comes to mind. Sontag, acknowledged that the photo had made an impression above us with its emphasis on temporariness. According to her, the photo caused "shock" effect and also this effect was not give us opportunity for interpretation. A photo has barely clarified with a description text under it. Thereby the photo's political and ethical meaning was skeptical, its witness was eristic for Sontag. Whereas Butler object to Sontag and acknowledged that the photo -especially war and violence's photos- gives us opportunity to a perceptible reality. According to her, photos could change our world, could be witness and could use to prove war crimes. This paper is an attempt to critical based on the critics of Sontag's about photo and about these kind of photo's meaning. The demonstrability has semtinized within the frame of such questions "What does a photo tell us? How could the photo's fictional world reflect the reality? Could a photo change boundaries of the relation between fiction and reality?"

Keywords: photo, wiev, violence, war, Sontag.





THE RELATIONSHIP BETWEEN EMOTIONAL BURNOUT AND ORGANIZATIONAL JUSTICE: A STUDY AMONG NURSES WORKING IN A PAY HOSPITAL

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Abstract

Organizational justice is one of the most important subjects in organizational process especially in today's competitive environment. Fair behavior of companies to the workers has a crucial role in decreasing stress factors, conflict factors and controlling burnout syndrome of the workers. In this study, the correlation between the employees' conception of the organizational justice and their emotional burnout has been investigated. Organizational justice has been investigated under the sub-dimensions as distributive, procedural and interactional justice. The sample of the study consists of nurses from a private hospital in Kayseri. In the study, face-to-face questionnaire technique has been used and 210 employees took part in the research. Hypotheses and research questions have been formed considering the possible negative and positive correlation between the sub-dimensions of the organizational justice and emotional burnout.

Keywords: Organizational Justice; Dimensions of Organizational Justice; Burnout Syndrome; Emotional Burnout



**WHISTLEBLOWING BEHAVIOR IN ORGANIZATIONS AND WORK MORALITY INTERACTION****Esra Kızılođlu***Selcuk University, Econ. and Adm. Science, KONYA/TURKEY***Adnan Çelik***Selcuk University, Econ. and Adm. Science, KONYA/TURKEY***Abstract**

Whistleblowing behavior has become an important subject in internal and external stakeholders of an enterprise today, when morality values become conscientious responsibility. News about the enterprises in which malpractice, bribery and inappropriate behaviors to work morality in recent years, has increased the importance of this concept.

This study aimed to theoretically explain the interaction between whistleblowing behaviors and work morality in the organizations. For this purpose, first of all, work morality and whistleblowing topics have been explained and secondly, the interaction between whistleblowing behavior and work morality has been analyzed in a theoretic ground with being managed suitable for work morality and the role of work morality in creating whistleblowing behavior subtopics.

Keywords: Morality, Work Morality, Business Ethics, Whistleblowing, News Spreading



**A STUDY OF THE EFFECTS OF DANCE AS A PHYSICAL ACTIVITY ON
MEMORY PERFORMANCE OF THE ELDERLY****Pinar Uzakgören**

Ege University, Faculty of Letters, İZMİR/TURKEY

Banu Cengeli Ozekes

Ege University, Faculty of Letters, İZMİR/TURKEY

Abstract

This study is a research of the effects of dance training on memory performance for the elderly. To demonstrate the importance of physical activity in the aging process, a dance training as a physical activity was planned duration of two months. The study was conducted in a depending on state nursing home in the province of İzmir; the woman reached a total of 133 individuals aged 65-85 years. In the study, a pre-test / post-test / control and experimental design. Personal Information Form, Mini Mental State Examination was used as the data collection tools and memory tasks were used to measure the performance of the memory. The results of the analysis indicate that the memory performance of the elderly who had dance training was higher post-test score than those who did not have dance training. In conclusion, dance training, in order to avoid loss of cognitive areas and help healthy aging process are shown to be an effective way.

Keywords: Elderly; Short-term Memory; Long-term Memory; Physical Activity; Dance Training



**THE HOPELESSNESS LEVEL OF VOCATIONAL SCHOOLS' STUDENTS****Mehmet Özmen***Akdeniz University Kumluca Vocational School, ANTALYA/TURKEY***Özer Coşman***Akdeniz University Kumluca Vocational School, ANTALYA/TURKEY***Alaittin Kökcü***Akdeniz University Kumluca Vocational School, ANTALYA/TURKEY***Abstract**

The general purpose of this study is to examine the hopelessness level of Kumluca Vocational School's and Finike Vocational School's students, and the relationship between the socio-demographic variables and the students' hopelessness levels.

At the conclusion of this study, statistically significant relations are expected to occur in between the hopelessness level of the students and socio-demographic variables.

Keywords: Hopelessness, vocational school students





ADVERTISEMENTS AND IT'S IMPACTS ON CHILDRN IN THE CONTEXT OF CONSUMERISM: AN ANALYSIS OF THE MARET "YOOK MU?" COM- MERCIAL

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Abstract

Advertisements aim to leave impact on target group via an idea, product or service. As known, advertisements have a decisive impact on the behaviours of one of their target groups, childrens. That's why the regulations on TV commercials and the ethical frames of advertisements has a significant importance. Visual and auditory power of television and children, whose parents stay indifferent on this power, have been exposed to too many advertisement message every day, are both uncontrovertible truths. On the other hand, childrens are an important target group for advertisers, because they have a compelling power on the consumery decisions on their parents and they are open to advertisements' impact and guidance as future consumers. How advertisements targeting children position them in it and how children are affected psycho-socially from advertisements are one of the discussion topics of today. The topic of this work is the impact of the advertisement; such as the advertisement's impact on the children, the consumerism's imposes on the interaction between advertisements and children, how much children affected from the lifestyles presented on advertisements, affects on their nutrition and behaviour and the formation of their value judgements. The target of this work is to handle the TV commercials targeting children from different aspects and to understand the childrens' impact rates from the advertisements' message, which is constructed by the source. In this context, the advertisement called "Yook mu?" from Maret brand chosen from commercials aired in 2015 via intentional sampling method; and content analysis and semiotic analysis used for the analysis of the commercial movie. A coding scale about commercial movie has been created for the content analysis and classification has been made on the scale for creating meaningful findings. For reaching the meaning, Peirce's approach, which supposes that the correlation between the indicative and indicated can happen on three degrees of the indicator, has been used as a basis.

Keywords: Advertisement; Children; Consumerism; Impacts of Advertisement; Semiotics



**STUDENTS VIEWS REGARDING THE APPLICATION OF REFLECTIVE
JOURNAL WRITING****Remzi Can***Ahi Evran University, KIRŞEHİR/TURKEY***Behçet Altuntaş***Ahi Evran University, KIRŞEHİR/TURKEY***Abstract**

In this study, it is aimed to determine the students' views regarding reflective journal writing in their Turkish courses. For this purpose, reflective journal writing application has been made for 8th grade students in a secondary school in central Kirsehir for 8 weeks and the interviews to determine students' views about reflective journals have been carried out at the end of this process. The questions, prepared for randomly selected 6 students from the ones who participated in the application, directed to those students during the interviews and the analysis of the obtained data has been made through descriptive analysis. As a result, students have expressed a positive opinion and they have stated that this practice has a positive impact on the level of recall, amount and permanence of the knowledge they've learned and improves listening skills.

Keywords: Reflective journal writing, Turkish course





SOME IDENTIFICATION ON THE NECESSITY OF UTILIZING INTERDISCIPLINARY METHODS IN THE INTERPRETATION OF THE LITERARY TEXTS

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Abstract

Interpreting Turkish Literature, since the essential concepts about the methodology are not revealed exactly, some problems arise in the comprehension and interpretation of the text. The organization, comprehension and interpretation of a text from Classical Turkish Literature need a series of elaborate and attentive effort. For this, it is essential to utilize various methods and disciplines. Our productions of Classical Turkish Literature have been expounded by utilizing traditional and current modern “şerh” methods. These methods’ being recognized, introduced and applied is quite important for Classical (Divan) Turkish Literature to be recognized and to be introduced. The main objective of this study contains some of the detections of what sort of methodology to be chosen about the problems on the issues of interpretation, comprehension and explanation of Classical Turkish Literary texts.

Keywords: Classical Turkish Literature, method, text, significance, interpretation





INVESTIGATION OF THE EFFECT OF PHYSICAL DEVELOPMENT OF STUDENTS ON WATER THERAPY EDUCATION TRAINING PROGRAM WHICH IS APPLIED TO AUTISTIC STUDENTS

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Abstract

The aim of this research is, the effect of physical and emotional development of students on the water therapy training program which is applied to autistic students. 24 students (16 men, 8 women) who study in the special education and rehabilitation center have been participated to this research. These students are between 10 and 18 years of age. The special movement education program has been made for trepotic reaction in the pool by special education expert and physical education sport faculty for the students. This special movement education program has been developed considering the exercises of force, flexibility, ability and balance. It was obtained permission from parents of students and corporate executives for this program. This program was performed three months, two days in each week and 60-90 minutes in each day. The observation of workouts from the begging and end of the exercises was saved. Also, it was negotiated with parents of students and taking options about the development of the workout were recorded. According to the research observations, it was observed that before the studies students hesitate entering the water, they are afraid and beware to do the exercises, failed to do the movements and do not want to leave their parents. After the research process, it was observed that students wanted to enter the water immediately, they did the exercises with fun, managed the all exercises which were shown after 2-3 again and they wanted from their parents to go out of the pool during the studies. In interviews with parents, they expressed that their children woke up early for coming to the special education and rehabilitation center in the day of pool studies, they wanted to prepare their pool staff, they came to the center happily and they were much calmer and were obedient after when they went home and they had more comfortable sleep. According to the research it has been reached that water therapy training program of children who take special education contributed positively to the physical, social and psychological development of them.

Keywords: Autistic, water therapy, trepotic reaction, exercise.





THE STUDY OF THE EFFECTS OF FOOTBALL THEMATIC EDUCATIONAL GAMES APPLIED TO 8-10 YEARS ELEMENTARY DEAFNES STUDENTS TO MOTOR SKILLS

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Ahmet Şirinkan

Atatürk University, Sport Sciences Faculty, ERZURUM/TURKEY

Abstract

The purpose of this research is to study the effects of football thematic educational games applied to elementary deafnes students to gross motor skills. 34 children (26 male+8 female) participated to the research. A specially prepared educational game program for twelve weeks (2 times in a week for 45-60 minutes) was prepared for the research.

Educational games were produced according to children's gross motor skills (25 metres running, jumping after stepping, jumping vertically, jumping after stepping once, long jump, rhythmic jumping) and controlling objects (sliding step, hitting the thrown ball with a stick, skipping balls, holding the thrown ball, kicking the ball, throwing tennis ball). Before starting the study a preliminary (gross motor skills test) was applied to the children. After twelve weeks, tests were reappplied and children's developments were evaluated by comparing the results. The research data was analyzed by SSPS 16.00 program and T test was defined according to frequency, percentage and the comparison between preliminary and final test.

As a result of research it was understood that educational games thematic specially prepared games have positive effect on children's gross motor skills (25 metres running, jumping after stepping, jumping vertically, jumping after stepping once, long jump, rhythmic jumping) and controlling objects (sliding step, hitting the thrown ball with a stick, skipping balls, holding the thrown ball, kicking the ball, throwing tennis ball).

Keywords: educational games, psychomotor, gross motor skills, controlling objects



**INVESTIGATION OF PHYSICAL IMPROVEMENT WITH EUROFIT TESTS
PRIMARY SCHOOL STUDENTS STUDYING SOCCER AT THE SUMMER****Sertaç Erciş***Atatürk University, Sport Sciences Faculty, ERZURUM/TURKEY***Abstract**

The aim of this study is to investigate the physical fitness norms with eurofit tests male and female students in the groups aged 6-9. Studying SOCCER at summer school in Erzurum. At this research was took part in 125(42 female+ 83 males) students. The research groups were divided in to two groups the groups 6-7 age and the groups of 8-9 age.

It was performed to students the tests such as anthropometry test (height, weight) flamingo balance , 25 m speed , 10x5 meter shuttla run, standing long jump, 30 second shuttle, vertical jump, grip strenght, flexibility, 30 second push-up.

For after measurements of students were made during 2 mounth (8 week) was performed specially designed training programmme. Specially designed training programme was made as 60 minute, 3 days a week. At the and of 2 mounth atudy were repeated measurement. The datas obtained as the results of the study were analyzed using the package software SPSS 16.00. The mean, Standard deviations, min. And max. Volues were calculated. As a result of research, 25 m speed, flexibility, standing long jump, 30 second shuttle test, 10x5 m shuttle run , vertical jump results of students was significantly difference.

Keywords: Football, Eurofit test, Physical Fitness



**THE EFFECT OF WORD OF MOUTH MARKETING TO SELECT A FINAN-
SAL ADVISOR**

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Çağrı Köroğlu

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Abstract

One of the important topics in the marketing literature is word of mouth marketing. Word of mouth marketing, can be defined as the exchange of people's ideas about products or services. Because of the low cost for businesses and positive impact on the purchasing behavior of consumers, word of mouth marketing has become a very important marketing tool both for product and service sectors. Financial advisory services, has a very important place in the service sector and there is an exchange of ideas between the users of accounting services too. Therefore, the concept of word of mouth marketing, also can be applied to taxpayers who use accounting services.

Customers (taxpayers) who satisfied with the accounting service which they use, will loyal to financial advisors and will share this satisfaction with relatives. Proceeding from this point, the effect of word of mouth marketing for selection of a financial advisor has been examined in the study. In the study, descriptive research model has been used.

Because of a few articles in the literature on this subject indicates the importance of the study. By the reason of benefiting from word of mouth marketing, to build a relationship with customers for create awareness for financial advisors in the future, makes this study important too.

For this purpose it has been applied a questionnaire, which investigates the effect of word of mouth marketing to select a financial advisor, to the selected sampling. The collected data has been analyzed using SPSS. According to the results of the study, it was concluded that word of mouth marketing affects the selection of financial advisors.

Keywords: Word of Mouth Marketing, Accounting Services, Financial Advisor, Taxpayer



AN NEW APPROACH IN INDIVIDUAL MARKETING: DESIGN OF PERSONALIZED SMART BILLBOARD SYSTEM

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Abstract

Globalization activities, increasing competition and easy information retrieval influence the activities of the firms deeply. In addition to all of these developments along with the diversification of the wants and the needs of the consumers, firms realized the inadequacy of developing a single marketing strategy. This state leads firms to segment the market according to the consumer groups with similar wants and needs. In this manner, a shift has occurred from mass marketing, which is not taking into account the consumer expectation differences to individual marketing that is based on creating one to one relations with the consumers. In the core of individual marketing, which is in the scope of micro marketing activities, interaction with the consumers and dealing with them individually take an important role. In this study, through the personalized smart billboard system firms have an opportunity to present their advertising messages in an individualized manner. This situation paved the way of cost savings by communicating effectively with the customers, increasing brand awareness, and using the business resources in a suitable manner. The people who are looking at the billboard are detected by a camera and then, they are discriminated by their genders. Besides, the system provides the automatic detection of some accessories (e.g. glasses, hats, earrings) and dresses of the customers. In this manner, the related advertisements can be displayed according to the gender, accessories and dresses. The system has an additional feature such that it associates the gender information with other detected objects. Thus, the system may infer and display some advertisements in a smarter way. With the proposed system, it is planned to develop a more innovative and smarter media tool by differentiating the conventional tools, intensely used in the marketing activities.

In this study, it is aimed to present a value to the consumers by establishing true and effective communication between consumers and businesses. From the perspective of businesses, it is thought to present contributions such as providing cost savings, offering businesses to introduce their products to a wider area in a wider segment, and presenting the true advertisement to the true consumer.

Keywords: Individual Marketing, Advertisement, Smart Billboard, Object Detection, Image Processing

**APPROACHES OF UNIVERSITY STUDENTS ON REPRESENTED WOMAN
BODY IN ADS: THE CASE OF AMASYA UNIVERSITY****Hasret Aktaş***Selçuk University, Faculty of Communication, KONYA/TURKEY***Mihrican Tepe***Amasya University, AMASYA/TURKEY***Abstract**

Women and woman body is always one of the most preferred scenario component for ads. This phenomenon which is almost as old as history of humanity has diversified by gaining differences in time and it has been developed in direct proportion to not only sexual features, but also diversified position of women in modern society. Today, woman body is represented in various forms in ads.

In this study, it analyzed how university students approach to the presentation forms of woman body in ads. Uğur Batı's "21 Representation Forms of Woman Body" measurement which was categorized by analyzing woman body usage forms of 379 different ads in his work titled as "Woman Body Representations in Advertising as a Rhetorical Component" is used in survey section of this study. In this context, university students' approaches to woman body in ads and their advertising orientations on the frame of gender precepts and gender differences. For this study, a face-to-face interview with 40 students from Amasya University, Vocational School of Social Sciences was made and collected data has been interpreted.

Keywords: Women, Woman Body, Advertising, Gender.



**RUDOLF NADOLNY TURKEY AMBASSADOR****Zübeyir Bütüner***Bozok University, Faculty Of Arts And Sciences, YOZGAT/TURKEY***Abstract**

After Second World ended. Rudolf Nadolny who came to Turkey as Turkey Ambassador has fulfilled this role for nearly ten years- Although It is claimed that he has a successful carrier the fact that there are other important reasons-Especially, he had important expreciences.

The other reason is that he is the unique person who provided Turkey which is situated in an strategical geography and German relationships at a good balanced level perhaps,

The purpose of this study;

Rather than a biographical work reveals, Rudolf Nadolny's official during his years in Turkey are the activities that has been carried out. Than First Rudolf Nadolny's life has been examined then, passed the embassy years, Embassy of the years in the Turkish- English- French alliance done to prevent the work against attempts and undertaken Turkish-German Non-Aggression Pact signing.

Keywords: Rudolf Nadolny, Ambassador, German-Turkish Relations, Turkish Relations, The establishment of the Republic of Turkey





EXAMINATION THE TEACHERS' PROFESSIONAL DEVELOPMENT PROCESS IN THE FIELD OF EDUCATION OF THE HEARING IMPAIRED: A COACHING MODEL

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Abstract

The focal point of the education based on auditory-oral approach for the hearing-impaired students is to develop their language and communication skills because of the hearing loss they have. It is noted that their language and communication skills can be effectively developed in one-to-one conversations; however, the continuing competence development of the teacher also plays an important role. The author of this proposal participated in the Anadolu University, Division of Education for Hearing-Impaired Students in the 2008-2009 academic year as a new teacher educator. However, the relevant literature emphasizes that new teacher educators need support from experienced colleagues for their professional development in areas such as communication with student teachers, the monitoring of student teacher activities, the collection of information during monitoring, and the provision of feedback. The literature also emphasizes that new teacher educators must pass through a development and training processes as well. One of these processes can be called as coach model. Based on these thoughts, a development and training process in which an experienced TE would do coaching to the author was planned. This study aimed to examine the competence development process of a teacher in the field of the hearing impaired. The study was designed as an action research. A teacher (the presenter) and an experienced teacher educator (coach) participated in the study. The study was conducted in Anadolu University, Research and Education Center for Hearing Impaired Children (ICEM) in Eskisehir, Turkey. The data collection techniques included reflective researcher diary, documents, interviews, teacher competencies evaluation forms, audio and video tape recordings. Data will be analyzed by using content and video type analysis. The findings are expected to show the importance and one of the ways of the teacher competence development process for skillful teachers. At the end in the light of the research findings, recommendations for applications and research topics will be made.

Keywords: Teacher Professional Development, Coaching Model, Special Education, One To One Conversation.





EXAMINE OF SPECIAL EDUCATION SUPPORT (RESOURCE) ROOM IMPLEMENTATIONS FOR CHILDREN WITH HEARING LOSS IN INC- LUSIVE EDUCATION

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Abstract

Inclusion, a form of education which enables students with special needs (i.e. children with hearing loss) to have education as their typically developing peers at the same educational context, is becoming widespread both at international and national levels. It is emphasized that the most important prerequisite for the success of inclusive applications is the special education support services provided to students. Although both literature and legal regulations stress the obligatory nature of support services, research indicated that special education support services were not provided to schools and classrooms implementing inclusion. Based on these thoughts, the researcher group of this proposal was implemented a project that supported by The Scientific And Technological Research Council of Turkey (TUBİTAK) since 2014. The aim of this proposal is to examine the special education support services provided by Education and Research Center for Hearing-Impaired Children (İÇEM) to primary and secondary school students with hearing loss, and to describe their teachers' qualifications. Depending on the aim of this proposal, data triangulation will be the crucial point of collecting for each specified activity by using qualitative data collection tools, such as audio records analysis (records of focus groups interviews) and video tape analysis (video-records of support services implementations). The collected data will be analyze with descriptive approach. The findings of this study shows the phases of planning, implementing and evaluation the special education support room implementations. At the end in the light of the research findings, recommendations for applications and research topics will be made.

Keywords: Inclusive Education, Special Education Support Services, Special Education Support (Resource) Room.





CULTURAL CHARACTERISTICS OF ISLAMIC CITIES THAT EMERGE AS CENTERS OF KNOWLEDGE AT THE 10TH CENTURY

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Abstract

The purpose of this paper is to identify the cultural characteristics of Islamic cities, which emerge as centers of knowledge, and consequently to draw attention to the cultural level attained by the Muslim states of the era.

Information on the cultural life and the identities, personalities, the course and venues of education, mentors and students of the scholars are generally contained in sources known as tabakât [i.e. collections] and a'lâm [i.e. traces]. These sources provide detailed information on the scholarship, education and cultural life of Muslim lands, while also shedding light on the cities frequented by the scholars for rihla [i.e. journey undertaken especially for divine wisdom and knowledge]. Information on the level of cultural development of such cities in a given period of time is often set out in sources on the history of cities, history of geography and general history of Islam.

Information contained in these sources and the interpretation of this information call attention to three particular issues: firstly, the rich variety of the scholarly and cultural activities performed in terms of both form and content implies that the Muslim lands in the tenth century attained a high cultural and civil status in comparison with its contemporaries. The second important aspect is that almost all of the scholars who were active agents in the social and cultural life went to cities renowned as cultural hubs to receive higher education. Lastly, those who completed their education in cities emerging as cultural centers started working as active scientists and educators, having been convinced that they had been educated in accordance with the norms of their time.

Keywords: Tenth century, Islamic scholars, cultural centers, Islamic city, Mashriq, Maghreb





ASSESSMENT OF THE PERSPECTIVES OF BANK CUSTOMERS ON MOBILE BANKING APPLICATIONS

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Abstract

Recent developments in information technology cause a significant change in banking sector in particular, while affecting many sectors. It is known that mobile banking applications in the banking sector where competition is intense become a basic need. Banks continuously invest more with each passing day for mobile technology to meet the changing and growing customer expectations. This study which consists of over 262 active mobile users aims to evaluate the perspectives of bank customers regarding to mobile apps. Attitudes of bank customers were examined through a questionnaire formed for this purpose. As a result of the research, it is seen that components as the ease of access and time savings in the preferences of mobile users are of more importance. In addition, it has been come to a conclusion that transactions such as money transfers and payment of credit card debts via mobile apps are the most commonly performed operations.

Keywords: Mobile Banking; Customer Behaviour; Mobile Application





FROM CUSTOMER RELATIONSHIP MANAGEMENT TO CUSTOMER EXPERIENCE MANAGEMENT

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Abstract

Under the changes which have happened from past to the present in many areas is located occurring events in social life. Differences occurred in consumer demand in service sector specialised in food and beverage services, brings the major developments in supply structure. New conditions that appear in the new world order, constitutes an unusual request and expectations. It's more difficult to provide customer satisfaction in food and beverage sector because food and beverage consumption isn't physiological necessity anymore, it is important experience which includes many reality. Supply and demand are out of the ordinary course while changing and development are in the same process in each area. Factors which shape economies of the developing world impact of the perception too. Familiar concepts can change in different way. Demands and expectations are also like the system is automatically functioning structure. Food and beverage companies can be considered as a locomotive in hospitality industry which take place in service sector and they are in sensitive structure about demographic, psychological and social differentiation. Demand changes reflect to consumer buying behavior so this must seriously be examined by food and beverage companies to achieve sustainable competitive advantage in market. Accordingly, the carrying value "customer experience management in food and beverage service" takes place among the topics discussed in recent years. In this study, one of the stages of customer experience management is "to create experiential platforms" will be examined. Schmitt (1999) specified "sense experience", "feel experience", "think experience," "act experience" and "relate experience" strategies in experiential platform. Accordingly, this strategies will be examine in 4 and 5 star hotels food and beverage department in the city center of İzmir in Turkey. The main aim of this study is to put forth food and beverage manager's experience economy perception. Data will be collected by interviewing technique will be subjected to content analysis according to qualitative research methods. There has been no similar study earlier on about the universe thus it is expected contribute to the literature and awareness effect in the sector.

Keywords: Customer Relationship Management; Customer Experience Management; Experience Economy, Food and Beverage Sector



**BIBLE REFLECTIONS ON VENEDICT YEROFEYEV'S WORK "FROM
MOSCOW TO PETUSHKI"****Orcun Alpay***Gazi University, ANKARA/TURKEY***Abstract**

Venedict Vasilyevich Yerofeyev is one of the leading writers of Russian postmodern literature. Having learnt how to write and read when he's just five years old, he's obtained various information from history to politics, music to art, philosophy to religion, and for him Bible is the book which he can not live without. Yerofeyev who knows the Bible by heart has always been proud of it. The Bible which has an important place in his life also reflected to his works. One can face with quotes from the Bible both in his diaries and works. From Moscow to Petushki which was written by the end of 1969 and brought the real fame to the writer is the strikkest example of this. The work which is about a physical and spiritual journey in company with alcohol of the autobiographic hero who carries the same name Venichka with the writer is named as "Alcoholic Russian Bible" because of using statements referring to the Bible in it's original language (Aramaic language) directly or by the way of allusion, metaphor and periph-
rase.

In "From Moscow to Petushki", Biblical expressions is often used as a way of announcing the loneliness and the calling on God of the pratagonist Venichka is shown in the work as an effective component which aims at constructing a striking way of expression. The writer tries to create his own sanctity making use of the Bible's holiness. In this context, finding out the quotes from the Bible which forms an important stratum of the work and their position in the narration are aimed in the study.

Keywords: Bible; From Moscow to Petushki; Parodia Sacra; Postmodernism.



**A STUDY TO EXAMINE THE HEALTH INTEREST LEVEL OF FAST
FOOD CONSUMERS IN TURKEY****Aykut Yilmaz***Sakarya University, Vocational School of Sakarya, SAKARYA/TURKEY***Yusuf Arslan***Sakarya University, Faculty Of Management, Business Department, ANTALYA/TURKEY***Abstract**

The purpose of the study is to assess the health interest level of fast food consumers and the effecting factors. To reach this aim, four main hypotheses tested in the study. A questionnaire was formed to collect the data needed to test the hypothesis. The questionnaire was carried out to the 211 fast food consumers at main fast food restaurants in Sakarya/Turkey. Both intentional and convenience sampling methods was used in the study, picking voluntary fast food consumers at the restaurants. The results indicate that, health interest level of fast food consumers is at medium-high level (3.36 out of 5). Health interest level of fast food consumers increased in direct proportion to the increase of monthly income level. Also, the more a person visits a fast food restaurant the less her/his health interest level become. It also can be seen from the results that marital and child having situation are both significantly related to the health interest level of fast food consumers. Thus, according to the results, all four hypothesis of the study was supported.

Keywords: Fast Food Consumption, Health Interest, Marketing strategy



**MANAGERIAL ENTRENCHMENT HYPOTHESIS AND DIVIDEND PAYOUT
POLICY****Raheel Gohar***Dar Al Uloom University, SAUDI ARABIA***Ayesha Rashid***Dar Al Uloom University, SAUDI ARABIA***Abstract**

The influence of managerial entrenchment on dividend payout policy is studied for the period 2006 to 2010. The results of the study indicate that the ratio of sum of shares owned by the CEO, Chairman and the directors (i.e. insider ownership) is negatively related to both likelihood and payment of dividend. Even when controlling for firm size and leverage it is found that the ratio of shares owned by the block holder shows a negative and significant results (for both the logit and Tobit regression). This study proves the idea that either the block holders are part of the management or they have strong board representation so they do not consider dividend payout as a disciplining and monitoring mechanism. Investment opportunities and leverage showed a negative and significant relationship with both the likelihood and the level of payout.

Keywords: Managerial entrenchment, dividend payout policy, logit and Tobit regression, Pakistan.





CROATIAN ACADEMICS' ATTITUDES ON THE IMPORTANCE OF ACADEMIC PROFESSION COMPETENCES

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Abstract

Academic profession is faced with many social environment changes and challenges that occur in the global area of higher education. The challenges its members call for contemplating the need to (re)define the existing and introduce new competences for performing everyday academic duties. The research findings which shall be presented in this paper, begins from the research question What are the competences academics/university teachers need at the beginning of their academic career?

The research was conducted on a sample of 1130 academics-university teachers of all academic titles from seven public universities in Croatia. The online survey examined the attitudes about how important each competence is to successfully perform the role of a university teacher as well as their assessment of the mastery of each competence. The evaluation scale contained 41 item - competences of the academic profession evaluated on a classical Likert-type scale.

This paper will present rankings on the scale evaluating the importance of academic profession competences and the findings of the factor analysis obtained by measuring the perception of the importance of competences on a sample of university teachers. Based on the factor analysis, the presence of five factors that is, groups of academic profession competences, was determined - teaching, scientific management, third mission, advisory and innovatory and scientific development competencies. Research results of the conducted factor analysis reveal that the respondents from humanities and social sciences, as well as those from arts, assign statistically significantly higher importance to teaching competences and their mastery over them and also demonstrate the highest degree of interconnectedness between the scientific field and the perceived importance. It is also important to mention that the respondent sat the lower associate positions perceive most competences as less important in comparison to the older examinees at the higher academic positions.

In this context, this research opens numerous new research questions, such as those relating to discussions on models and approaches to acquiring new and/or redefining existing competences of the academic profession, systems of support for acquiring and redefining competences of the academic profession and the position of young researchers in the academic community/hierarchy.

Keywords: Academic profession, academic profession competences, academics-university teachers





A STOCHASTIC DECISION MAKING APPROACH FOR AS/RS SELECTION PROBLEM

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Abstract

System investment decision has a very crucial role in any company aiming for efficient manufacturing. To select the best among the alternatives, multi-criteria decision making decision process is needed. In this study, stochastic multi criteria acceptability analysis (SMAA) is used to choose the suitable Automated Storage and Retrieval System (AS/RS) to satisfy the expectations of the company. Eleven criteria are used for evaluating and ranking three AS/RS alternatives in this approach. Proposed model is used for selecting the appropriate system in one of the leading consumer electronics company of Turkey.

Keywords: Multi-criteria Decision Making, Automated Storage and Retrieval System, AS/RS, SMAA, Stochastic Multi Criteria Acceptability Analysis



**MODELING STUDENT COHESIVENESS BY WAVING THE SOCIOMETRIC
TEST WITH THE PICTURE APPERCEPTION VALUE TEST****Xhimi Hysa***Epoka University/ALBANIA***Abstract**

One of the main problems why students and also other categories of stakeholders within various organizations are not productive and satisfied with their jobs and organizations is because there is a lack of group cohesiveness. Since the latter influence directly the performance and job satisfaction, than there are strong reasons to find effective and efficient ways to stimulate social and task cohesion. The aim of this study is to model student cohesiveness by using simultaneously the Sociometric Test (ST) for group formation and Picture Apperception Value Test (PAVT) for consonance or social cohesion. The study is based on the method of literature review, theory development, and simulation modeling of students' behavior. Findings of the study shows the way how can be integrated a sociometric test with a psychometric test for a common purpose (i.e. student cohesiveness referring to their values system). During simulation modeling a relevant point to be emphasized is the role of images during PAVT that serve as a substitute mechanism of questions to be answered. They activate emotions through the brain visual cortex and in them are anchored values. Therefore, through the mention procedure it is possible to understand social cohesion of different small groups of students. Regarding originality, value, and practical applications, this framework is novel and is supposed to increase students' productivity/performance in terms of perception, learning, and task execution. Furthermore, it is supposed also to increase student satisfaction during project works.

Keywords: Student Cohesiveness, Sociometric Test, Picture Apperception Value Test, Categorical Values, Images



**PRE- SCHOOL STUDENTS INVESTIGATION OF PHYSICAL IMPROVEMENT WITH EUROFIT TESTS STUDYING GYMNASTICS AT THE SUMMER SCHOOL****Nurcan Demirel***Atatürk University, Sport Sciences Faculty, ERZURUM/TURKEY***Ahmet Şirinkan***Atatürk University, Sport Sciences Faculty, ERZURUM/TURKEY***Ş. Öykü Şirinkan***Teacher of Pre-school, ERZURUM/TURKEY***Abstract**

The aim of this study is to investigate the physical fitness norms with eurofit tests male and female students in the groups aged 3-6. Studying gymnastics at summer sport school in Erzurum. At this research was took part in 25 (12 female+ 13 males) students. The research groups were divided in to two groups the groups 3-4 age and the groups of 5-6 age.

It was performed to students the tests such as anthropometric test (height, weight), 25 m speed, flamingo balance test, plate tapping test, flexibility, standing long jump, grip strenght, 30 second shuttle, 30 second push-up, vertical jump, 10x5 meter shuttla run, for after measurements of students were made during 2 mounth (8 week) was performed specially designed training programme. Specially designed training programme was made as 60 minute, 3 days a week. At the end of 2 mounth study were repeated measurement.

The datas obtained as the results of the study were analyzed using the package software SPSS 16.00. The mean, standard deviations, min. and max. Volues were calculated. As a result of research, 25 m speed, flexibility, standing long jump, 30 second shuttle test, 10x5 m shuttle run, vertical jump results of students was significantly difference.

Keywords: gymnastics, Eurofit tests, Physical Fitness





ANALYSIS OF THE RELATIONSHIP BETWEEN THE SELF-ASSESSMENT AND EXAMINATION PERFORMANCE AND TEST PERFORMANCE EFFECT OF TEST ANXIETY

Esra Dalkıran

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Abstract

This research aims to determine the effect of test performance procedure of test anxiety and relationship between the student's self-assessment and evaluation of performance in instrument training. The research group of the study consisted of students who study in Violin Music Education Department in the fall semester 2014-2015. "Violin Lessons Performance Measurement Tool" developed by researcher evaluating the pre-test and post-test student performance and "Test Anxiety Scale" developed by Dalkıran , Şahin Baltacı , Karataş & Nacakcı(2014) was used as data collection tool. Datas were analysed by demographic features and descriptive statistics for the scores of the anxiety scale method; frequency, percentage, mean, standard deviation and total score were used. Exam t for related samples for the comparison of the performance pre-test and after test, simple correlation for consistency of students and instructor evaluation, simple regression analysis for relationship between self-assessment of test anxiety performance procedure were used.

As a result of analysis; students' pre- and post-test self-assessment grades showed a significant difference; highly positive and significant correlation between self-assessment of pre- and post-test grades ($r = 0.798$, $p < .01$), moderate positive and significant correlation between self-assessment grades before the exam and instructor grades ($r = 0.502$, $p < .01$), moderate positive and significant correlation between grades after exam and instructor grades were found. It was determined that there is a significant association between test anxiety grades which are the predictor variables and pre-test self-assessment grades which are the predicted variables ($r = 0.456$, $p < .050$). According to this result; it can be said that % 21 of the variance related to self-assessment grades before exam are explained with the test anxiety. There is no significant correlation between test anxiety scores which are predictor variables and post-exam self-assessment grades which are the predicted variables. ($r = 0.339$, $p > .050$). Consequently; while test anxiety is a significant predictor of self-assessment performance before the exam, it isn't a significant predictor of self-assessment performance after the exam.

Keywords: Self-Assessment; Performance Measurement; Test Anxiety



**THE ROLE OF NGOS IN REGIONAL DEVELOPMENT****Mehmet Kahraman***Mustafa Kemal University, HATAY/TURKEY***Mehmet Tamer***Mustafa Kemal University, HATAY/TURKEY***Abstract**

A region of a country in the economic, social and cultural aspects be more advanced than others in the rate of underdevelopment and regional development policies in other regions in order to eliminate such policies are called. While some regions, especially economically, is very advanced in some areas can be left in the background in a serious way. In this sense, in order to spread development to the rest of the country, especially in Economics, including a number of development policies have been developed. In the world, especially after the Second World War gave importance to the industrialization of the States with a factor of regional development and in order to eliminate all inequalities in the regional development policies of the country and they wanted to implement. Indeed, since the proclamation of the Republic in our country with development plans southeastern Anatolia project (gap) and çukurova regional development project, such as various projects have been implemented.

Organized outside of the state, based on volunteerism, non-profit civil organizations and the bureaucracy away from a non-governmental organization. Especially the lack of profit away from having a structure and bureaucracy, civil society organizations more autonomous and allows comfortable work. Only the efforts of the central government in regional development may not be sufficient and the work of civil society organizations and volunteer activities are needed as well. For these reasons, civil society organizations of the region in which they are located, the economic, social and cultural development is important to organize the work. In this study, in our country, some to examine the importance of civil society organizations in regional development projects and regional development was studied.

Keywords: Development, Regional Development, Non-Governmental Organizations.





THE COMPARISON OF THE TEXTS IN NATIVE LANGUAGE TEXTBOOKS FOR 8TH GRADE IN THE USA (ENGLISH) AND 8TH GRADE IN TURKEY (TURKISH) IN TERMS OF THEME/UNIT AND TYPE

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Abstract

Native language classes aim to provide gain in four skill areas in that language. This is only achieved through the textbooks and the texts in these books. The more the number of texts and text types the students study in the 8th grade, the more successful they will be in the 9th grade literature classes. Reading, understanding and examining the reading comprehension texts in native language textbooks, the students achieve different writing and producing skills. Aiming to develop native language skills, native language classes are essential for every country; as in these classes, the native language is used in the most active way; mental skills are developed; and the students' vocabulary is enriched.

The aim of this research is to compare the native language (English) textbooks for 8th grades in various states in the USA and the native language (Turkish) textbooks for 8th grades in Turkey in terms of theme/unit and text types. In the research, two books have been examined with descriptive analysis method; and have been compared both thematically and in terms of text types.

Independent from the curricula or the framework programmes of both countries, this study focuses only on theme/unit and text type. In this way, the study points out the range of native language textbooks used in these two countries with different cultures, geographies and histories in terms of theme/unit and text type. Through the data obtained in the research, the inadequacies of 8th grade Turkish textbooks have been determined; and thus, the study has paved the way for different research that will be helpful for the students.

Keywords: Native language; Textbooks; The USA; Turkey; 8th grade



**WOMEN RIGHTS IN THE 21st CENTURY****Fatih Arslan***Cumhuriyet University, Faculty of Letters, SIVAS/TURKEY***Abstract**

This study discusses the problem of women rights in the 21st century in terms of human rights. Though the matter of human rights has been studied since very ancient times, it can be said that the discourse of human rights which is common today was established in the 19th century. The discourse of human rights regards the perception of citizenship as the main reference point. We can make mention of three center lines of the discourse of human rights. These are civil rights, freedom of speech and social rights. Civil rights can be sorted as individual freedom, freedom of speech, freedom of thought, freedom of possession and contract and the right of justice. While the political rights express the rights of taking part in the political decision making process as voters and electees, social rights include a set of rights ranging from having the rights within the bounds of the standards of the society such as economic welfare social security, to the right of being able to live as a civilized individual. It is obvious that the age long struggle for women rights cannot be dissociated from that of human rights. However, nowadays this context has been disregarded and women rights have been handled as isolated from general rights. Reevaluation of feminist theory and the situation of women studies today and dealing with the matter in terms of a more general concept of human rights constitute the main axis of this study.

Keywords: Human Rights, Women Rights, Feminism.

**GLOBALIZED CULTURE AND MEDIA: ANALYSIS OF TELEVISION COMMERCIALS AS A MEANS OF POPULAR CULTURE****Büşra Salman***İstanbul Esenyurt University, İSTANBUL/TURKEY***Abstract**

Although the phenomenon of globalization which forms today's world is considered as a recovery for humanity in free market economy, state of law etc. by those evaluating this situation as a development, it is also cause of many problems. Acceleration of technological development, prominence of uniform consumption culture and brand domination is treated as significant evidences of the globalization. Acceleration in information and communication flow narrows time and space, and so, it makes actual global culture and market model imposed by globalization. With globalization, people's habits, trends, expectations and perception of world are re-formed and it is aimed to grow communities that are compatible with globalization. With the effects of this globalization, the consumption went beyond an event that is made to meet the needs of society; it has been extended so as to evoke some facts such as success, entertainment, dissatisfaction, blinding and freedom. Consumption is almost seen as essence or single criterion of a good life. In daily living, a pleasure and enjoyment-centered life style is created and the thought adopting that these can be achieved with consumption is continuously put forward.

After modern society has been seen as a mass society, intertwinement of culture and information, and as a result of adoption of the culture as an industry and by accepting the media as the basic means of this industry, the media and culture has become the common name of ways and methods of what and how we perceive and it has started to create a general life style on societies. However, this general thinking and living styles does not occur by themselves, contrary they take place in culture/conscience industry in which each case are positioned according to exchange (consumption) value and quantities are dominant. In this case, nothing is important for today's people no longer unless treated by conscience industry and transferred to the media's specific formats. Protection of cultural characteristics is one of the main issues of societies. But, television commercials reaching easily everywhere in our daily life contribute to globalization process by imposing cultural values and symbols of the globalization. This study has been prepared in order to examine how the global culture created by globalisation process is reflected to television commercials published in Turkey and social effects of the messages included in these television commercials. Television commercials that form the basis of the study have been analysed with personal observation and interpretative approach by using "case study" method.

Keywords: Media; Globalization; Global Culture; Television Advertising



**REFLECTIONS OF PROSPECTIVE ENGLISH LANGUAGE TEACHERS ON
A “TEACHING LABORATORY” MODEL****Hilal Bozođlan***Süleyman Demirel University, Education Faculty, ISPARTA/TURKEY***Duygu Gök***Süleyman Demirel University, Education Faculty, ISPARTA/TURKEY***Abstract**

With a landscape of 780,580 square kilometres both in Europe and Asia, English is the main language for international communication as the world’s lingua franca of science, technology and business in Turkey. Thus, English language teaching policy development plays a crucial role in the education policy of the country. Foreign language teacher education is a key component of foreign language policy developments. Prospective English language teachers are trained in the English language teaching departments for approximately four years. Following the formal training program with a focus on theory mostly, they are into the field. However, several studies underline the need to balance theory and practice for an effective foreign language teacher education program. This study describes the reflections of the participants on a “Teaching Laboratory” model applied in an ELT department at a state university with an aim to help students internalize their theoretical background and reflect on their teaching experience. In the context of the “Community Outreach” course third year English language teaching students were required to moderate the speaking club open to the student teachers studying in other departments. In the end of the term, prospective English language teachers were asked to reflect on their experiences before, throughout and after their own performance. The content analysis of the reflections revealed that although the prospective teachers were excited and anxious prior to their performance, they used positive adjectives to describe their experiences throughout their performance. In addition, the student teachers were more confident and willing to continue the “Teaching Laboratory” application after their performance. The results of the study has important implications for foreign language teacher education programs.

Keywords: Teacher education, English language teaching, Community outreach



**BUSINESS INVENTORY CONTROL AND SHELF LOAD COSTS AN
INDUSTRY INVESTIGATION OF DIVERGING BUSHES****Aslı Kaya***Süleyman Demirel University, ISPARTA/TURKEY***Engin Hereser***İnönü University, MALATYA/TURKEY***Abstract**

Production management is one of the enterprise's functions. This function constitutes the source and base of other functions. For this reason, our enterprises should consider the priority of the problems occur during the production management and giving importance to production management as a principle. Organizations must operate their control systems for the enterprises to carry out their functions and not to decrease the productivity.

One of the important factor affecting the enterprises' success and productivity is undoubtedly to keep the stocks in proper level. While the production may be delayed with less stock, there is also a possibility to meet situations that cause cost for the enterprise such as storing, flood, fire, corruption, becoming out of fashion, etc. with over stock. Basic aim of the stock for the enterprises is to increase the success and productivity of the enterprise. In addition to production cost, a single item brings about extra cost during the period it is kept in stock. Thousands of items each of which has its own production and stock cost lead a cumulative cost accumulation. This, in turn, causes corporations to use funds from banks which will eventually lead to capital reduction. Therefore the subject of his study is to create a formula which will calculate load of cost and this way applying formula on (Seramic) factoryis handled and in addition to this, we try to make contribution to cost accounting.

Keywords: Shelf load, Stock control, Cost



**NON-RETROACTIVITY OF ADMINISTRATIVE TRANSACTIONS****Elif Yılmaz***Gazi University, ANKARA/TURKEY***Abstract**

The problem of the implementation of the legal norms in terms of time implies the determination of the dates of enforcement and abolition of legal norms, and applying or not applying these norms to the events that occur before the date of enforcement or after abolition.

Within this scope, in law, the application of the later enacted legal rules to the events or proceedings occurred in the past is called "retroactivity". Retroactivity is also defined as the application of the new act dated later to the legal relationships that born before. But the rule is non-retroactivity of legal norms.

Parallel to this principle, "administrative transactions show their legal effects from the moment they enter into force and non-retroactivity principle of administrative transactions is a requirement in administrative law accepted both in doctrine and judicial decisions ". But some exceptions to this rule are available in practice.

In this study, the implementation of the principle of non-retroactivity in terms of administrative transactions in Turkish law will be discussed, an assessment of the current legal situation will be made in terms of the principles of legal security and the non-retroactivity.

Keywords: Implementation of legal norms in terms of time; Non-retroactivity of administrative transactions; Legal security and certainty, Enforcement; The principle of non-retroactivity



**THE RELATIONSHIP BETWEEN MATHEMATICS TEACHING ANXIETY
AND SELF-EFFICACY BELIEFS TOWARD MATHEMATICS TEACHING****Murat Peker***Afyon Kocatepe University, Faculty of Education, AFYONKARAHISAR/TURKEY***Abstract**

The purpose of this study was to investigate the relationship between pre-service primary school teachers' mathematics teaching anxiety and their self-efficacy beliefs toward mathematics teaching. There were a total of 250 pre-service primary school teachers involved in this study. In the collection of the data, the researcher employed two types of instruments: the Mathematics Teaching Anxiety Scale and Self-Efficacy Beliefs toward Mathematics Teaching Scale. Mathematics Teaching Anxiety Scale (MATAS), which was developed by Peker (2006), was used to identify the pre-service teachers' anxiety about teaching mathematics. And also, the researcher used Self-Efficacy Beliefs toward Mathematics Teaching Scale (SEBMTS) in order to identify the pre-service teachers' self-efficacy beliefs toward mathematics teaching. SEBMTS was adapted by Dede (2008) from STEBI (Science Teaching Efficacy Belief Instrument) which was developed by Riggs and Enochs in 1990. In the analysis of the data, the researcher used the correlation analysis statistics in order to explain the relations. The study revealed that there were meaningful negative relations between pre-service primary school teachers' mathematics teaching anxiety and their self-efficacy beliefs toward mathematics teaching [$r = -.590$; $p < .01$].

Keywords: Mathematics; Teaching Anxiety; Self-Efficacy Beliefs; Pre-service Teacher

**AN ANALYSIS OF THE PLAY CALLED IMPORTANCE OF BEING EARNEST
WITH FEMINIST PERSPECTIVE****Çağlar Demir***Balıkesir University, BALIKESİR/TURKEY***Abstract**

Victorian Era is characterized with the power men held in the society. Patriarchal social structure always tended not to let women take positions in the workplace, and social organizations. Some intellectual women and male writers wrote striking novels and plays to attract the public and authorities' attention to this mere discrimination. Oscar Wilde was one of those who held this issue. He could affect the public opinion with his delightful and satirizing plays. In this study, Oscar Wilde's well-known play, Importance of Being Ernest was analyzed in terms of feminist point of view. The male and female characters of the play, the patriarchal society, attitudes of characters towards marriage were examined under the light of the approaches of some feminist philosophers, such as Simone de Beauvoir, Kate Millet, Susan Bordo and Betty Friedan.

Keywords: Patriarchy, Women, Victorian Era, Feminism

**MIGRATION STORY OF BALKAN TURKS IN SEVINÇ ÇOKUM'S NOVEL ' BİZİM DİYAR****Çağlar Demir***Balıkesir University, BALIKESİR/TURKEY***Abstract**

Migration of Balkan Turks is a tragedy of humanity which has great grief starting with the collapse of Ottoman Empire in our history. There were a lot of sacking events, manslaughter and foray in Balkans. The consequences of these events, leaving motherland have been subjects for a lot of stories and novels. Sevinç Çokum's second novel "Our Land", written in 1978, tells us the endurance, solidarity of Rumelia Turks during their long journey in spite of the deaths and difficulties they faced. In this study, the effect of Balkan migration on Rumelia Turks, its traces on a family, tragic events Rumelia Turks faced with, which Sevinç Çokum wrote with purified, simple, impressive language, will be analysed.

Keywords: Rumelia Turks, Our Land, Balkan migration, Grief.





EFFECTING THE ACTION AND REACTION ON SOME KINEMATICS VARIABLES FOR FALLING AND ROLLING BALLS WHICH HAVE DIFFERENT SIZES WHEN THE CIRCUMFERENCES IS FIXED

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Abstract

When we apply a force of (500 Newton) by our arms on a wall, so this wall will react with us by a force of (500 Newton) in the opposite direction, if we apply this law on balls of multi shapes by making them free fall from different heights, will these balls rebound to the same height that it fell from, will the balls rebound will comply to the reaction law? will the height of rebound will be the same that it fell from? if we rolled the balls a free roll with constant angle will it rebound in the opposite angle the value of height of rebound of each ball (basket ball, handball, football) when it freefalls from a height of (1 , 1.5 and 2 m) The amount of rebound angle when impacts with the ground in a certain angle after free rolling the balls (basket ball, handball, football) the researcher concluded All balls lost a vertical distance in rebound when compared to the releasing point ,When the balls were rolled from a 24° incline , they all rebound at a lesser angle . All balls lost a vertical distance in rebound when compared to the releasing point



**MINDFULNESS AND PROCRASTINATION AMONG UNIVERSITY STUDENTS****Seema Gül***Prince Sultan University, Riyadh/SAUDI ARABIA***Maria Bashir****Javeria Amin****Tamkeen Saleem***International Islamic University Islamabad/PAKISTAN***Abstract**

Procrastination is a well-known phenomenon to most of the people. People frequently delay or postpone tasks until the last moment arrives and without knowing it, indulge in less important or meaningless activities just to avoid the actual impending task. The present study aimed to investigate the relationship of mindfulness with procrastination. The study was conducted from February to June 2015, at Department of Psychology, International Islamic University, Islamabad. A sample of 200 students (100 males and 100 females) from the universities of Islamabad, Pakistan was used for the study. Participants' age ranged from 18 to 28 years with a mean age of 22 years. Each participant was assessed using psychometrically sound measures of procrastination and mindfulness through Lays General Procrastination Scale and Five Facet Mindfulness Questionnaire respectively. The results were analyzed using SPSS 21v. Pearson correlation was used to examine the relationship among the two procrastination and mindfulness. Procrastination was found to be negatively related to mindfulness ($r = -0.39$). T-test revealed a significant gender difference on procrastination at 0.05 level and a non-significant difference on mindfulness. This finding brings to light the importance of enhancing mindfulness to reduce procrastination.

Keywords: Procrastination, Mindfulness



A THEORETICAL APPROACH TO CONTENT MARKETING

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Abstract

Nowadays we observe that consumers hopes and expectations are changing they require to have more information about products. Instead just accepting goods and services offering by firms they except firms to produce what they want. Consumers want to know products' datails and can compare them with similar products produced by other firms so they can decide to choose the best product for them before buying it. Consequently firms have to offer sufficient information to their consumers about their products and this kind of consumer behaviour is increasing. Content marketing is the best marketing technique for serving customers in this issue.

And we explain content marketing approach,goals, tools and how can we use it in marketing.

Keywords: Content Marketing, Content marketing approach





A REVIEW ON THE LEVEL OF USE OF TECHNIQUES BY INCLUSIVE CLASSROOM AND IN-FIELD TEACHERS RELATED TO REDUCE INAPPROPRIATE BEHAVIOR

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Ahmet Yıkms

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Abstract

The objective of the study is to determine the level of use of the techniques related to the reduction of inappropriate behavior by classroom and in-field teachers, who work in inclusive classes. Reduction of inappropriate behavior in the classroom is significant for increasing the academic learning time, creating a positive classroom atmosphere, and improving the achievements of students. 120 classroom and in-field teachers, who work in inclusive classes participated in the study. The techniques utilized by teachers to reduce the inappropriate behavior were evaluated using “Techniques Used in the Reduction of Inappropriate Behavior Questionnaire.” The data collected was analyzed utilizing descriptive statistics (frequency and percentage). The teachers were asked to provide information on the employment of techniques such as fade, cost of response, time-out, overcorrection, punishment of the first kind, punishment of the second kind, and negative reinforcement in the reduction of inappropriate behavior.

Findings demonstrated that the teachers utilized the positive reinforcement technique the most and punishment of the first order technique the least. 7 teachers (6.4%) stated that they never used the positive reinforcement technique; 74 (67.3%) said they used it generally; and 29 (26.4%) said they used it frequently. It was determined that 63 teachers (57.3%) never used the punishment of the first order technique; 40 (36.4%) used it generally; and 7 (6.4%) used it frequently. Furthermore, it was found that 21 teachers (19.1%) never used the time-out technique; 76 (69.1%) used it generally; and 13 (11.8%) used it frequently. As a result of the fact that 43.7% of teachers utilized punishment of the first order, it could be argued that they lacked sufficient information and skills on techniques to reduce the inappropriate behavior. In addition, it was identified that the teachers used both preventive class management methods and reactive class management methods.

Keywords: Inclusive Classroom; Inclusive Classroom Teacher; Applied Behavior Analysis



**A CAUSAL RELATIONSHIP BETWEEN FOREIGN DIRECT INVESTMENT, ECONOMIC GROWTH AND HIGH TECHNOLOGY EXPORTS****Nurgün Topallı***Bozok University, Faculty of Economics and Adm. Sciences, YOZGAT/TURKEY***Abstract**

The aim of this study is to examine relationship between foreign direct investment, economic growth and high technology exports for Turkey, Thailand, Singapore, Republic of Korea, India and Brazil during the period 1982-2013. Emirmahmutoğlu and Köse (2011) causality test is employed to examine the relationship. The results indicated that in the panel there is uni-directional causality running from economic growth to foreign direct investment. Besides, there is found uni-directional causality from economic growth to high technology exports. There is detected bi-directional causality between foreign direct investment and high technology exports. According to individual country results it is obtained mixed evidence. In these countries foreign direct investment promotes high technology exports. At the same time high technology exports leads to foreign direct investment inflows.

Keywords: Foreign Direct Investment; Economic Growth; High Technology Exports; Panel Causality



**FAIR VALUE MEASUREMENT, MARKET APPROACH AND THEIR EFFECT IN STATEMENTS****Ibrahim Cenberlitas***Dicle University, DİYARBAKIR/TURKEY***Fikret Otlu***Inönü University, MALATYA/TURKEY***Abstract**

The standard of International Financial Reporting Standards' numbered 13 that International Accounting Standards Board (IASB) published is originally named as "Fair Value". In the case of being organized the standard named as "Fair Value" according to Accounting Standards of statements, it brings important regulations related to the change of property and source. The standard named "Fair Value" is translated into Turkish as "Gerçeğe Uygun Değer Ölçümü Standardı".

In the work of being mentioned the Fair Value Measurement Standard's valuation methods, the "Market Approach" method is centered on. The work has been extended with examples and recorded as suited for International Accounting Standards corrected with the method of market approach.

Keywords: International Financial Reporting Standards, Fair Value, Fair Value Measurement Standard



**CAUSALITY ANALYSIS OF TURKISH ELECTRICITY FINANCIAL MARKETS****Hakan Çelikkol***Dumlupınar University, Faculty of Economics and Adm. Sciences, KÜTAHYA/TURKEY***Fatma Köse***Dumlupınar University, Faculty of Economics and Adm. Sciences, KÜTAHYA/TURKEY***Abstract**

Following the developments and changes lasted long years, electricity trading is possible both in spot and derivative markets in Turkey. It is accepted that the prices of derivatives are leading indicators of spot prices and this relationship is used for the purpose of forecasting and risk management by the investors. Taking into consideration of this theory, relationship between electricity spot and futures markets were examined with granger causality test to determine the situation in Turkish electricity market. As a result, bi-directional causality relationship was specified in the market.

Keywords: Spot Prices; Derivative Prices; Turkish Electricity Markets; Causality Analysis



**SOCIAL CAPITAL IN THE CONTEXT OF FAMILY****Maide Gök***Bingöl University BİNGÖL/TURKEY***Abstract**

In this study, the relationship between social capital and family between holistic approach is tried to be detected and whether changes occurring on family structure with the effect of modernization have positive or negative effects on the production of social capital is tried to be answered by looking at studies in the literature. In the literature it is seen that the relationship between social capital and family as a whole, show that attempts to deal with as the visit is inadequate and studies are generally associated with crime and success on education which are associated with social problems (Parcel & Menagh, 1994; Coleman, 1988; Astone, et al, 1999 ;. Wilson and Dyke, 1999; Israel, et al, 2001;. Pinkerton & Dolan, 2007; Sorenson, et al, 2009;. Ravanera & Rajulth, 2009). With increasing crime rate has increased in recent years with an interest in the family together. Because, it is observed that a large group of researchers, authors, and journalists especially questioned and focused on relationship between family relationships and interaction forms by the reasons of crime. In current study it is seen that family has both positive and negative effects on the production of social capital. Family is the source of the production of social capital by transferring human, cultural and economic capital, on the other hand in family roles, individuals who are seen as model, and types of interaction may cause both increase or decline of social capital. Restriction of personal freedoms of individuals in the family, from the excessive expectations on the individual, provide the only resource sharing between members of the family only visit to exclude non-family negatively affect the production of social capital. Also deterioration in family structure negatively affects the social capital increase.

Keywords: Social Capital, Family, Human, Cultural And Economic Capital.





STUDENTS' VIEWS TOWARDS THE REASON WHY MATHEMATICS IS HARDLY BEING PERCEIVED ACCORDING TO SOCIAL STUDIES TEACHER CANDIDATES

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Abstract

It is observed in Turkey that there is a widespread belief about mathematics to be a difficult course (Başar, Ünal & Yalçın, 2001). It could be said that factors like environment, family, and teachers so on cause this belief to occur (Başar, 2001). "Mathematics is one of the most difficult courses. When I was a student, I was especially terrified of mathematics." These kind of opinions are frequently encountered all over the world. It is known that in our country and in the world thousands of students do not like mathematics, they have concerns about it and they are afraid of it (Işık, Çiğdemir & Bekdemir, 2008). Some of the underlying causes are thought to be: "The mathematics is really hard, difficulty of dealing with the numbers, grades of the courses containing math questions are low, the students do not study enough, environment and educators or students' roles in mathematics learning."

In this study it is aimed to determine the reasons of social studies teacher candidates having difficulties in perceiving the mathematics. For this purpose qualitative research method was used. The study was carried out under a special case study. Semi-structured interview technique was used as data collection instrument which was prepared and validity analysis were made by researchers. A total of fifteen people consisting of five students from each classrooms which are second, third and fourth constitute the sample group who study in Amasya University Faculty of Education, Social Studies Teacher Education. NVivo software is used to analyze the interview. With the help of data obtained from the study the reasons of difficulty in mathematics courses according to social studies teacher candidates and the relationship among these reasons will be discussed. The proposals that are required to eliminate the perception of "difficult" about mathematics will be presented

Keywords: Mathematics; Difficulty; Faculty of Education; NVIVO Application; Social Studies



**EXAMINATION OF THE MISCONCEPTIONS THAT OCCUR IN STUDENTS IN FINANCIAL ACCOUNTING COURSE****Ibrahim Erol***Akdeniz University, ANTALYA/TURKEY***Burcu Demirel Utku***Akdeniz University, ANTALYA/TURKEY***Abstract**

The accounting scandals experienced in the financial field the last 20-year period studied profoundly influenced by different aspects of human life. In this case, the country accounting systems and regulations are making it to take measures on. it is clear that accounting education needs to be done in the first place in precautions and arrangements made by counties. Accounting training is done with different accounting courses. Fundamentals of Accounting training (general) are taken from the financial (general) accounting course. In these courses, identifying the difficulties faced by students or acquired misconceptions will be effective in removing on behalf of future accounting mistakes.. In this study, the misconception students may face during the accounting education has tried to determine by implementation of a questionnaire. The survey was analyzed by SPSS statistical analysis program. Found misconceptions samples were studied to become more apparent by visual tables.

Keywords: Misconceptions; Financial Accounting; Accounting Education





THE OPINIONS OF SCHOOL PRINCIPALS REGARDING THE CRITERIA OF SCHOOL PRINCIPAL ASSIGNMENT TO THE SCHOOLS AFFILIATED WITH MINISTRY OF EDUCATION

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Abstract

This research has been carried out to take the opinions of secondary school principals in the city of the İstanbul about the criteria employed for the assignments of school principals and to give suggestions to those concerned. This research has been designed by qualitative scan model and using the quantitative method, opinions were found via survey. The sampling of this research is composed of school principals who were chosen by the appropriate sampling method and who worked in secondary schools in 2014-2015 academic year, in İstanbul. The criteria used for the assignments of principals in schools affiliated with the Ministry of Education has been employed in this research. The findings were uploaded to SPSS programme and assessed by using the variant analysis in compliance with demographic variables. The probable differentiations between principal appointment criteria with demographic variables were analyzed by Mann Whitney U Test and Kruskal Wallis. The results of the analysis has shown us that the school principal assignments criteria needs to be extensive. As the result of the analyses, it is suggested that the criteria for principal assignments must be done thoroughly. The school principals, who voted in the survey, have participated with an average of $\bar{x}=4.02$ for the title "mostly agree".

When the findings were analysed, it has been observed that there is a meaningful difference with regards to sex, age, seniority variance in management but, no difference, on the other hand, with regards to faculty. When observed on the basis of articles, there is a high level of agreement with regards to the following articles; "Principal assignments needs to be done before the academic year", "Objective, measurable, dioristic criteria must be taken as basis in the reassingment of principals", "Based on these findings assignments of school principalls must be done before the academic year and appointments to school must be done according to achievement indicators".

Keywords: Ministry of Education, Education, School Administrators, Assignation Criteria, Director





**THE MOTIVATION FACTORS AFFECTING THE VOTING BEHAVIOUR
OF RUMELİ MIGRANTS AND THE IMPACT OF RUMELIAN VOTERS ON
TURKISH POLITICAL CULTURE BAYRAMPAŞA DISTRICT AS A CASE
SAMPLE**

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Abstract

The concepts of immigrants and migration are principal factors that affect social balance. What makes migration different from other mobilizations is the effort of the immigrant who gives up previous social and economic relation to resist via new relations after deterritorialization. Since the conquest of Rumelia, Ottoman Empire which gradually turns into a Balkan Empire adopted the idea of progression through relation in Balkan hinterland to achieve the dream of all empires: Becoming “the IIIrd Rome” The Empire giving importance to the process of centralization brought immigrants to Balkans from Anatolia.

However, after the end of conquest economy, “de-turkification” of Balkans was put in action by dominant states, Turk families that lived in Balkan peninsula started to come back to Anatolia with the loss of lands. Migration from Balkans to Anatolia continued even after establishing the republic. Political force between 1923-1960’s helped Balkans immigrants, provided them sheltergiving them job oppurtunities, social and monetary aid to ameliorate their conditions. The effort to gather Balkan migrants together lead them to centering upon certain areas (Thrace, Aegean and Marmara region) and prefering relatively “conservative” Balkan lifestyle.

In this work, the main aim is to show social-political-cultural-economic motives and voter’s behaviours that Balkan immigrants brought with themselves. Bayrampaşa district was chosen as the basic research area because the district is mostly composed of Balkan immigrants, and different people from Balkans (different sects, different regions of Balkan) live there. According to DATA from TÜİK, it has a population of 269,709. In the same source, it is stated that %48 of population is from Balkan-origin. In Istanbul metropolitan city, Bayrampaşa, gives the impression of a typical “immigrant shelter.” It is expected that searching voter’s behaviour in the district will contribute other researches on similar topic.

Keywords: Migration, Balkan Turks, Voter’s behavior, Politic culture, Bayrampaşa district





THE EFFECT OF BIRTH ORDER ON ATTACHMENT STYLE ACCORDING TO ATTACHMENT THEORY

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Abstract

Attachment is a vital neuropsychobiological phenomenon known to be dependent on the early relationship between baby and the caregiver. It mostly develops in the first year and out of repeated patterns of the primary attachment relationship. Birth order is defined as a person's rank by age among his or her siblings. Birth order is often believed to have a profound and lasting effect on psychological development. Also it has been thought that birth order has an impact on the attachment.

In this study, attachment theory, attachment styles, birth order, and the definitions that thought to have an impact on these concepts have been made and also their descriptions of various approaches have given. In the other parts of the study, the results obtained from the comparison of the study data and descriptions have given. In this study that aimed to investigate the effects of birth order on the attachment styles within the framework of attachment theory, data were obtained with personal information form and inventory of experience in close relationships-II. The research group consisted of with over 18 years and 128 adult participants that have three brothers (N=128). SPSS 16.0 statistical program was used to consider the data. To understand the relationship between birth order and attachment styles Independent Samples t-test were used for variables that consist of two components and One Way ANOVA and Post-Hoc tests were used for variables that consist of more than three components. At the results of the analysis, it has been determined that education status, living area and birth order affect the attachment style of the participants. Results are discussed in relation with the literature.

Keywords: Attachment; Birth Order; Attachment Style





SOURCES OF SOCIAL SUPPORT OF ELDERLY IMMIGRANTS AND ITS EFFECTS ON PSYCHOSOCIAL FUNCTIONALITY

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Abstract

In the changing and transforming social structures, the demographic structure is changing; the elderly population is increasing with the reason of development of technology and extension of human life day by day. 'Aging' which expressed as the process which from starting to ending of the live, may confront individuals with new problematics. Definition of 'Elderly immigrants' emerges with the immigration case get involved to process too.

Individuals accumulate to social capital in during their lives; be 'I, we' with this accumulation of social capital; see themselves as a whole with their environment. Especially elderly immigrants, cannot aging in these accumulation social networks; they face with the issues not only posed by aging but also being immigrant as well.

In this article, the concepts of aging and agedness, theories of aging and definition of elderly immigration are examined in the light of the literature reviews. In addition to these studies, sources of social support of elderly immigrants to psychosocial functioning effects are get discussed; evaluation being done in the terms of old welfare and suggestions to be presented.

Keywords: Agenes, Elderly Immigrants, Social Support



LEADERSHIP TRAITS OF DADA GORGUD STORIES**Hatice Baysal***Suleyman Demirel University, ISPARTA/TURKEY***Pınar Göktaş***Suleyman Demirel University, ISPARTA/TURKEY***Abstract**

The concept of leadership exists and protects its' importance in every field that there is management mentality from prehistoric period of history. People need leaders that will take away a specific goal from the day that live together to present. Some aspects of characteristics of these leaders who guide such as which characteristics are necessary in which situations and these characteristics of leaders are innate or acquired become mystery and this causes developing various theory and approaches.

Culture in leadership research is important topic in terms of leader and audiences in organizational structure. As part of cultural effect, the characteristics about leaders that are located in epics qualified as national memory of a culture and are dedicated to epic qualification are embraced within dada gorgud stories by being mentioned for research. Dada gorgud stories are preferred for research because they have deep and multi-layer structure, characters in dada gorgud stories bear responsibilities, relationships among characters, their educations and locution is different from characters in other epics as well as emotional dimension of dada gorgud stories.

As part of research of leadership characteristics, characteristics that characters have are revealed with content analysis method. Characteristics that reveal with the results of mathematical analysis that is applied to dada gorgud stories. Continuity of research will maintain by being made comparisons between content analysis that will make for other epics that become product of central Asia Turk culture and other study finding that will make for mythological stories of western culture.

Keywords: Leadership, Dada gorgud stories, content analysis, characteristics of leadership.

THE RELATIONSHIP BETWEEN THE INSTRUCTIONAL LEADERSHIP BEHAVIORS OF SECONDARY SCHOOL PRINCIPALS AND ORGANIZA- TIONAL COMMITMENT OF TEACHERS

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Çetin Erdoğan

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Abstract

The purpose of this research is to investigate the secondary education school principals' instructional leadership behaviors and the teachers' perceptions of organizational commitment in terms of different variables; to examine the relationship between the instructional leadership behaviors of secondary school principals and the organizational commitment of teachers and to test whether the instructional leadership behaviors of principals predict the organizational commitment of teachers. The research is a descriptive study used survey model. The population is consisted of the public school teachers in 2014-2015 academic year in the province of Istanbul on the European side. The sample of the study, which was determined by simple random sampling, is composed of 441 secondary school teachers from 28 schools.

The data of the study were collected with Şişman's (1997) "School Principals' Instructional Leadership Behaviours Survey" and Balay's (2000) "Organizational Commitment Scale". SPSS 22.0 software was used for analysis of data. Skewness and kurtosis, histograms and Q-Q graphs were used to test whether the data distributed normally. Resulting from the normal distribution conditions were met, parametric tests were utilized. In the data analysis, arithmetic mean, standard deviation, coefficient of variation from descriptive statistics and independent samples t-test, one-way ANOVA, Pearson moments correlation analysis from parametric tests were used. Multiple linear regression analysis was used to test whether the instructional leadership behaviors of principals predict the organizational commitment of teachers.

According to the results of the research; school principals had performed instructional leadership behaviors the most frequently for determining and sharing school purposes but rarely for promoting and improving teachers. The teachers' organizational commitments were discovered for the dimension of "compliance" in a minor level but for the dimensions of "identification" and "internalization" in medium level. There are significant differences in the teachers' instructional leadership perceptions according to the seniority, branch, length of service, education degree, graduated school and type of school variables related to school principals. Also seniority, branch, graduated school and type of school variables made a significant difference in the teachers' organizational commitment perceptions. It is found that "creating a regular education environment and climate" dimension of instructional leadership behaviors significantly predicts the "identification" and "internalization" dimensions of instructional leadership.

Keywords: Instructional Leadership; Organisational Commitment; School Principals; High Schools.

**THE POSSIBILITY OF PHILOSOPHY TODAY: ALAN BADIOU EXAMPLE****Tufan Çötök***Sakarya University, SAKARYA/TURKEY***Abstract**

371 years ago Descartes metaphorically drew the tree of knowledge where the branches of philosophy were presented: "Philosophy as a whole is like a tree; of which the roots are Metaphysics, the trunk is Physics, and the branches emerging from this trunk are all the other branches of knowledge. These branches can be reduced to three principal ones, namely, Medicine, Mechanics, and Ethics". If this is taken to be correct, what is the situation of philosophy of which covers almost all the aspects of being? For, the branches of the tree have undergone a significant change: Metaphysics by logical empiricists was declared to be unscientific and philosophy is provided some other task. Falling apart from philosophy physics, technical sciences and medicine have become autonomous branches of knowledge. And ethics disguises as business ethics, professional ethics and so forth in the popular discourse. So, what is the possibility of and are the grounds for philosophy in an age where all the branches of philosophy have been occupied by self-contained sciences? This possibility and ground one can see in Badiou's works are 'truth-based'. In his 1989 and 2009 Manifestos he specifies the main problem: The philosophy is stuck in his own history. In the face of the critical position of our age the thing to be done is that philosophy must be directed towards the category of truth. The desire to seek the truth compasses four dimensions: revolt, logic, universality and risk. However, two differences are there between the two manifestos. Badiou puts the difference this way: "Twenty years ago, writing a Manifesto amounted to saying: 'Philosophy is something completely different from what you are told it is. Try then to see what you are not seeing.' Today, writing a Manifesto is rather a matter of saying: 'Yes! Philosophy can be what you desire it to be. Try to really see what you are seeing.'

In this work, focusing on Badiou I want to provide a new perspective and try to examine through this perspective the possibility of philosophy in Turkish and finally deal with the problems of philosophical academics and colleagues.

Keywords: Possibility of Philosophy, Badiou, Truth



**DETERMINATION OF DISTINCTIVE ELEMENTS OF JOB SATISFAC-
TION LEVEL AND COMMUNICATION LEVEL OF RESEARCH ASSIS-
TANTS WITH DISCRIMINANT ANALYSIS****Zeki Cakmak***Dumlupınar University, KÜTAHYA/TURKEY***Halime Gürdal***Dumlupınar University, KÜTAHYA/TURKEY***Abstract**

This study aim to determination of distinctive elements of job satisfaction level and communi-
cation level of research assistants at faculty of economics and administrative sciences with
discriminant analysis. With this aim, prepared scale applied to fourty four research assistants,
the data which obtained from the scale analyzed with discriminant analysis. According to disc-
riminant analysis result, four variables which are obtained from job satisfaction scale show that
research assistants with high level and medium level of job satisfaction are distinguished with
respectively % 100 and % 93.3 correctness.

In the same way, according to discriminant analysis result, four variables which are obtained
from communication scale show that research assistants with low level, medium level and high
level of communication are distinguished with respectively % 100,% 80 and % 100 correctness.

Keywords: Level of communication; Level of job satisfaction; Discriminant analyses



**BEHAVIOURS OF TEACHERS THAT AROUSE VIOLENCE IN STUDENTS:
IMAGINAL VIOLENCE****Nida Bayındır***Dumlupınar University, KÜTAHYA/TURKEY***Levent Sevi***Dumlupınar University, KÜTAHYA/TURKEY***Abstract**

Besides its duty to maintain social change and transformation, education is also supposed to raise the new generation. Violence is a factor hindering these functions. To do away with this menace, perception of violence in the society should be determined so that preventive measures could be taken. This research aims to reveal teachers' behaviours that associate violence according to students' perceptions. The image a teacher displays knowingly or unknowingly may be perceived by students as subliminal messages with violence-content. The research is significant in that it reveals how violence penetrates into our lives implicitly. The research was applied on 119 students at 4th grade of primary schools in the city of Kütahya during 2014-15 education period. According to the research results, 73,9% of the students consider their teacher's walking up to them as violent behaviour, followed by his/her swearing and staring at child's eyes for 60,5%. Accordingly, it is suggested that teachers should pay maximum attention to how their every single movement is perceived.

Keywords: Violence; Association; Behaviour; Teacher



THE TRADITION OF SYMPOSION (BANQUET) TRANSFORMED FROM A SOCIAL PRACTICE TO A LITERARY FORM

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Abstract

The tradition of symposion (banquet) had a distinct place in the Ancient Greco Roman culture both as a social institution and as a literary form. Dining together deipnon (food) being followed with symposion (drinking together) along with various entertainments, literary demonstrations and utterances formed the tradition of festivity that individuals attended as a cultural event where the social classes were forged together. The second part of the festivity as well as being the medium where the literary genres such as the lyric poetry emerged and the arts of drama such as the pantomime and mimos advanced, in time replacing the entertainment element to philosophical dialogue it also took the form of a fictitious literary model with a certain course, the symposion with Plato.

After Plato, the philosophical symposion, being focused on a philosophical debate while keeping the major structure and the ideology of the tradition of festivity, was adapted by Greco Roman authors such as Xenophon, Plutarch, Lucian, Athenaeus, Petronius and Horatius for different purposes as a literary genre and as a décor. The philosophical debates of the symposion of the authors such as Plutarch and Athenaeus focused on the culture and customs of eating and drinking and in this way became reference texts on the nutrition in the ancient periods where these works citing numerous samples of the literature of the ancient periods also became reference texts of the literary compendium. Symposion keeping the elements of this literary tradition with the authors like Horatius and Lucian was used as the *mise en scène* where the allegedly intellectuals, as the target of the satire, gathered. The Greco Roman tradition of festivity is kept alive later on as the communions of the Jewish and Christian communities.

In this paper the symposion genre is aimed to be introduced as the anthology of the literature and culture of the ancient period, in its evolution course from a social practice to a literary fictitious philosophical debate and later on to the festivity itself.

Keywords: Symposion; Banquet; Ancient Greek Literature



**THE VIEWPOINT OF A VOICE TRAINER AND EFFECTIVE TALKING****Bülent Halvaşı***Marmara University, İSTANBUL/TURKEY***Abstract**

Communication is one of the most important tie between individuals. From historical view we observe that earliest communication starts with drawing pictures, body language and facial expressions. After that comes sound and language that reaches its height with language and literature.

Language is the tool used to carry on values of cultures to following generations. The vocal capacity of an individual is important in how effectively language is used and thus the effectiveness of communication. When language is evaluated in terms of voice education, the melodic structure of words and sentences, intonations carry importance. Music acts as a tool to learning language because of its “hear and repeat” quality. In addition, the inherit melodic quality of music constitutes a strong foundation to language learning.

Keywords: Voice Education, Speech training, Effective Talking





RELATIONSHIP BETWEEN MORALITY AND WORK ETHICS OF SOCIAL RESPONSIBILITY PRINCIPLES OF ACCOUNTING PRINCIPLES “OUTLOOK FOR FRAUD AND AUDIT”

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Abstract

Accounting principles and accounting procedures to ensure that the basic concepts of accounting used in these financial statements refers to the principles to be applied by businesses. These principles may vary according to the nature and scope of businesses. However, businesses behave attentive to these principles is of particular importance. Accounting System Application General Communiqué No. 1 set contains 12 accounting principle. One of these principles "Social Responsibility".

The concept of social responsibility, responsibility in fulfilling the accounting function is specified. The scope of the accounting, the meaning of this concept showing the location and purpose of the organization's accounting, the implementation of accounting practices and regulation of the financial statements and the provision, to protect the not the whole society interests of particular groups and thus fair in knowledge production, refers to the need to be treated impartially and honestly.

When examined in conceptual terms, a person's work or that you have to do is get on top of, there are two different aspects of the concept as a legal and moral responsibility is defined as the status of the required asked himself. When responsibility in terms of legal, to be able to account before the law and due to the results of the behavior kastedilirk moral dimension, even if a criminal sanction in the law person or institution conscience of some liabilities are expressed can bring. Sanctions for failure to comply with the legal dimension of moral responsibility and act according to the size of the relatively re gonna happen sooner than sanctions and is often a more careful attention due to the factual issue regulations. However, acts of moral sanction is considered Abstract and admiration by people or institutions are taken into account too much. The philosopher Rousseau, Emile Abstract concepts is available to be misunderstood: "In general and Abstract ideas are the source of people's biggest misconceptions," it says. The system we consider society as a system, most important, that the parts of the "human" in the moral and / or the fact that the unethical behavior affects the whole of society often be overlooked when considering the terms of the micro perspective. To act in accordance with moral values and / or indirectly to affect the whole of society as individual terms of importance.

Keywords: The Basic Principles of Accounting, Social Responsibility, Ethics, Work Ethics, Fraud, Audit



**MARKETING OF PUBLIC SERVICE EVALUATES WITH HAPPINESS OF
EMPLOYEES****Sefer Gümüř***Beykent University İSTANBUL/TURKEY***Gökhan Öner***Beykent University İSTANBUL/TURKEY***Abstract**

State is a concept. Government manages the states. Civil servant works all levels of the state. Duties and responsibilities are determined by the laws and regulations. Happiness and satisfaction of the employees ensure successful implementation of government services. It is very important for the future of the state. Employee satisfaction tell us loyalty of the state. Satisfaction of employees in state institutions and the people in general and not about loyalty to the authorities, the state pass through the love and respect of the legal entity. State continuity is essential. Not depends on the person, should be determined devotion to duty. If the satisfaction level measures, public confidence in the state will strengthen. Public services influences happiness and satisfaction of the employees. The States turned over the main task to the private sector. Public service needs to marketing. Our research is also included in this variable.

The research is made by a survey that is implemented 117 public workers. At the end of research identified that the workers aren't satisfied about working hours and corporate services and occupational health and safety, the workers are satisfied about performance evaluation, profession, working place and safety, management and regulations and institutional commitment.

Keywords: Employee Satisfaction, Public Services, Service Marketing



**AN EMPIRICAL STUDY OF SEARCHING FOR SCHOLARSHIPS AND JOBS
THROUGH USING SOCIAL NETWORKS' FEATURES****Muathe Abdu**

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Daiva Siudikienė

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Abstract

Every day social networks introduce new features; these features can be used in order to achieve professional purposes. Some of these features which promote searching for scholarships and jobs are the ability to search inside the social networks and joining groups. A main objective of this study was to empirically investigate the way online users use their social networks for the purpose of searching for scholarships and jobs. The data were collected to explore users' current usage. The study was conducted by focusing on Erasmus students at Vilnius University, Lithuania. A web questionnaire was shared in Erasmus active Facebook groups and pages. The answer to the web questionnaire of (53) respondents was randomly received. The methodology used the quantitative approach, descriptive statistics using the program SPSS version 19. Findings indicated that although many online users have already joined groups and followed pages concerning scholarships and jobs in their social networks, their usage is very limited for professional purposes namely scholarships and jobs search.

Keywords: Social Networks; Scholarships and Jobs Search; Current Usage; Features

**VIRTUE ETHICS AND ITS PEDAGOGIC IMPLICATIONS****Barış Mutlu***Van Yüzüncü Yıl University, VAN/TURKEY***Abstract**

We have started to forget some ancient values such as virtues including courage, self-control, modesty/temperance, benevolence, honesty, truthfulness, justice in our (post) modern lives which have strong self-interested, and egoistic relationships. Especially because of having different good life conceptions in our daily lives, we try to solve those problems by focusing on common political rules which are generally very Abstract. But we have never thought that those Abstract political rules will be not strong enough to fight against some political and ethical problems because of our selfish and non-altruistic emotions. So virtue ethics which start to become a tradition in the discussions and approaches of ethical philosophy, has been brought important and strong arguments focusing on virtues, social practices and dependency, which are different from Kantian and Utilitarian ethics' based on Abstract moral rules. For example Martha Nussbaum, in her interesting book *Cultivating Humanity: A Classical Defense of Reform in Liberal Education* (1997), said that we should focus on some virtues and common shared goods to make the universal human values stronger if we want to fight against some evils such as social and political discriminations. She thinks that we have to cultivate our sympathy and emotion of compassion under political institutions for struggling with some evil faces of modern lives demolishing individual and communitarian altruistic dependencies due to some economical values and cultural backgrounds which motivate narcissistic emotions. Thus Nussbaum observes some real facts in a way that we couldn't pursue some so-called universal humanitarian values anymore, such as equality, humanity, and freedom. The perspective of virtue ethics, unlike cognitivist educational tradition (in the course of Kantian ethics) and behavioral educational tradition (in the course of Utilitarian ethics) has inspired a different educational tradition which is based on moral sensuality, care, dependencies and relations and has been paid attention on communitarian practices, social identities, environmental problems. In this paper, I want to discuss the impacts and effects of virtue ethics on education and what kind of tradition it's trying to build within education by making our duty to fight against some contemporary problems cherishing some non-altruistic emotions such as egoism.

Keywords: Virtue Ethics; Education; Emotion

**READABILITY OF PRIMARY SCHOOL 3RD GRADE TURKISH AND SOCIAL
STUDIES TEXTBOOKS****Özlem Kurtoğlu Zorlu***Mersin University, MERSİN/TURKEY***Abstract**

Textbooks are among the most commonly used educational tools. Therefore, texts in textbooks should ease learning, be readable and comprehensible. Readability can be simply defined as the level of a text's easiness/difficulty for its reader. Some significant studies on the readability of Turkish textbooks are Zorbaz (2007), Okur & Arı (2013), Bağcı & Ünal (2013) and Baş & İnan-Yıldız (2015). Studies on other textbooks include Kurnaz & Erdem (2012) (a study on language and expression textbooks), Köse (2009) (on biology textbooks) and Geçit (2010) (on social studies textbooks). The results of them reveal that some texts are not appropriate for students' educational levels and the level of difficulty varies according to text type.

The aim of this study is to determine the readability levels of texts in primary school 3rd grade Turkish and Social Studies textbooks that are accepted to be used in 2015-2016 school year. The formula adapted to Turkish by Ateşman (1997) is used in this study. Only prose is analyzed and poetry is left out of the scope.

Keywords: Readability, Turkish textbooks, Social Studies textbooks.



**A STUDY ABOUT THE MODERATING ROLE OF INSTITUTIONAL TRUST
IN EFFECT OF JOB AUTONOMY ON EMOTIONAL LABOR****Mohammad Abbas Zadeh***The University of Tabriz, IRAN***Mahsa Panahshani***The University of Tabriz, IRAN***Abstract**

Emotional labor is one of the new constructs in the field of sociology, which is often created in organizations and service jobs. Indeed, emotional labor for which employees are paid is an aspect of non-material labor and deals with the issue how emotions have been exposed to changes and organizational rules. This kind of labor, which is often performed in the field of service jobs such as nursing, teaching, flight attendants and many others, is affected by several factors, two of which are job autonomy and institutional trust. Therefore, the article aims to evaluate the effect of job autonomy as well as the mediator effect of institutional trust on emotional labor.

Being supported by Hochschild's idea and the other theorists of the field, the current study was conducted as a survey among 276 nurses of state hospitals of Tabriz, Iran. A questionnaire survey was carried out to explore the relationship between the variables and the data were analyzed by SPSS.

The results showed that the emotional labor of nurses were above average; furthermore, the variables of job autonomy and institutional trust had a significant and positive relationship with emotional labor construct and its dimensions (deep acting and surface acting) and they could explain 0.13, 0.09 and 0.09 percent of emotional labor, deep acting and surface acting variance respectively. Besides, based on the results of path analyses the total effect of job autonomy and institutional trust on emotional labor were .17 and .33 respectively.

Keywords: Emotional Labor, Deep Acting, Surface Acting, Institutional Trust, Job Autonomy



**INTEGRATION OF ACTIVITY BASED COSTING AND THEORY OF
CONSTRAINTS IN PRODUCT MIX DECISIONS AND AN APPLICATION****Elif Nursun Demircioglu***Çukurova University, ADANA/TURKEY***Mert Demircioglu***Çukurova University, ADANA/TURKEY***Nihat Küçükşavaş***Beykent University, İSTANBUL/TURKEY***Abstract**

Product mix decisions of companies' determine their profitability, because companies can not satisfy all of the customers' demands with their existing capacity while they have capacity constraints in the production process. Optimal product mix decisions which are determined by traditional methods may not be adequate for companies to be able to increase their profit. Therefore new methods which can increase companies' profit are needed. Accordingly companies may take optimal product mix decisions more accurately by using Theory of Constraints (TOC) and Activity Based Costing (ABC) which are some of these new methods. Both of these methods have some advantages and disadvantages and so companies can make optimal product mix decisions which provide higher profit by integrating both methods eliminating each other's deficiency. In ABC, product cost can be determined more accurately than traditional methods, thus companies can increase their profit. Because decisions (optimal product mix, pricing etc.) which are made by means of accurate product cost can provide companies to be able to increase their profitability. Briefly, as well as ABC is a product costing method, it provides useful information to management to take long-term strategic decisions (Ruhl, 1997:19). Additionally, by using ABC, companies can analyse activities therefore they can determine value-added and non value-added activities (Tanış, 1999:153; Massood, 1998:39). By analyzing activities companies can determine bottleneck on their production process, thus ABC facilitates the TOC application in that respect. ABC considers resource usage in product mix decisions. ABC can not be sufficient when companies have capacity constraint (Hall and Galambos, 1997:6; Massood, 1998:39). This problem can be solved by using TOC, because in TOC, constraints determine the companies performance and profitability and companies can increase their profitability by management of these constraints. TOC advocates material cost as an only variable cost and considers total capacity in product mix decisions. By using TOC, companies can increase short-term profitability and this problem can be solved by ABC, because in ABC, the aim is to increase long-term profitability (Kee, 1995:50-51). The purpose of this study is to explain the affect of product mix decisions which are made by integrating TOC and ABC on companies' profitability. For this purpose, descriptive and exploratory case studies were applied in a manufacturing company. First, existing production and cost systems of the selected company were defined by a descriptive case study; and then using an exploratory case study, it was showed that how profitability of the company was affected by the product mix which is determined through the integration of the both TOC and ABC.

Keywords: Activity Based Costing; Theory of Constraints; Optimal Product Mix.



MICROECONOMIC FACTORS AFFECTING SUCCESS IN EDUCATION: AN EXAMPLE OF NAZILLI YGS

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Abstract

This study investigates the microeconomic factors affecting educational achievement or success. In the research, data set has been composed of data gathered from student surveys. In this context, survey has been applied to 1227 12th graders in Nazilli city center.

In view of the usage of cross-sectional analysis and the number of non quantitative variables, multiple regression analysis has been applied. According to the indications acquired as the result of analysis, the income of parents has a positive effect on educational achievement. The increase in educational level of parents also boosts success. Besides, attending private courses and studying longer hours at home stimulate success. On the other hand, the increase in the hours of using computers, internet and social media decrease educational success. By enabling the proper usage of IT tools, efficiency obtained from these tools and the promotion of educational success has been made as policy recommendations.

Keywords: Education; Educational Success; Micro Economic Factors; Factors Affecting Success; Nazilli YGS Sample





VOCATIONAL TRAINING COURSES IN THE CONTEXT OF NEOLIBERAL LOGIC OF GOVERNANCE: THE CASE OF TURKISH EMPLOYMENT AGENCY

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Abstract

Active Labour Market Policies began to be implemented all over the world especially since the 1990s to combat the unemployment. With reference to the idea that the great majority of the unemployment is structural and the labour force is lack of the necessary skills and qualifications, in the context of active labour market policies, the vocational training courses were popularized in order to enable inactive portion of the labour force with skills deemed necessary by the labour market. Correspondingly, in Turkey the vocational training courses have gained prominence especially since the 2000s. In this study, the aim is to analyse the implementation process of the vocational training courses conducted by the Turkish Employment Agency (İŞKUR) in the case of Ankara and this study argues that the contracting out of the vocational training courses to the private sector in the context of neoliberal logic of governance leads to policy deadlocks in the implementation process which generates dysfunctional policy environment. Therefore, in Turkey vocational training courses do not serve to the intended purpose of enhancing the employability of the unemployed people. Using a qualitative research design, the paper supports this argument through primary data derived from field research (around 37 semi structured interviews conducted with experts from private and public institutions) and secondary data (annual performance, activity and economic reports policy papers, strategic plans, documents, official statements, memoranda, press releases and other available data about labour market training programs of the İŞKUR.)

Keywords: Active Labour Market Policies, Vocational Training Programs, Neoliberal Logic of Governance, Contracting out





DEVELOPMENT AGENCIES IN THE CASE OF ANKARA DEVELOPMENT AGENCY

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Abstract

The phenomenon of globalization, exacerbated following World War II and began to appear intensely in the 1980s, with the impact of GATT Treaty in force in the 1940s-1950s which was supported political, social and economic integrations between the countries that are close to each other. So that regionalization came into question. For this reason, it can be easily said that was generated by governance, new developmentalism, free zones, development zones and industrial zones, technology development regions which are the tools of today's regional development and as a result of globalization and regionalization processes evolve with feeding each other at certain times. Development agencies were established through international organizations with the funds and loans of many international organizations such as, UNDP, World Bank and EU. They have been the driving forces of regional development zones in which they were established. Accordingly in this study examined the contributions of development agencies to regional development in Ankara case.

Keywords: Regional Development; Development Agencies; Ankara Development Agency



**FINANCIAL RATIOS EFFECTS ON THE COMPANIES' GROUPING FI-
NANCING PREFERENCES: AN APPLICATION ON THE ISE****Eda Oruç Erdoğan***Akdeniz University, ANTALYA/TURKEY***Kokou Adalessossi***Akdeniz University, ANTALYA/TURKEY***Abstract**

Capital structure decisions of companies took an importance place between the decisions taken in the past and in the present for businesses. To reach the optimal capital structure operations of companies, efforts to maximize the market values are one of topics in which most of studies have been conducted under the finance literature.

The capital structure regarding to the existence approaches as well as new approaches, have led to a diversity of opinions. The concept of capital structure includes the amount of debt and equity and all different types of funds used in the business activities.

Capital structure is a concept that describes the relationship between equity and debt. The necessary funds needed by a business come from two sources: (1) external source (2) equity. " Foreign resources (debt) although obtained from the outside of the company; the equity company can create funds (retained earnings, reserves, etc.) and also the company can obtain from outside funds (capital increase, the participation of new partners, accumulation shares to shareholders, participation of the dividend shares sales, etc.). In the process of forming their capital structure, companies face with different capital structure theories. The building of the capital structure of companies operating in Turkey as well as the capital structure of companies operating in different countries is one of the important issues. In this context, one of the choices we face is to solve our financing problems through internal financing while for the other side we can eliminate financing needs through the ways of the external financing. In this study, from the companies operating in the manufacturing sector in Turkey, the group of financing options that can be preferred by companies will be studied in view to explain which of the financial variables are effective. In this context, debt, profitability, growth, size and current ratio concepts were examined.

Concerning financing preferences of Turkish operating companies in the ISE, the statistical analysis was used to detect and explain variables which are more affected. In the light of the results obtained, generally the path of the Turkish companies in the decisions of their capital structure has been followed and this path has been attempted to explain the affected variables.

Keywords: Internal Financing, External Financing, Capital Structure, Discriminant Analysis



**THE EXAMINATION OF HIGHLY HARSH INTERVAL TRAINING APPLI-
CATIONS****Mustafa Altinkök***Akdeniz University, Physical Education and Sports High School, ANTALYA/TURKEY***Abstract**

This study aims to bring up the effects of highly harsh interval training on the human performance, which is used as one of the training methods in fitness, exercise and training activities. When the researches were examined, any kind of exercise was turned out to have positive effects on muscle, heart-circulation and respiratory systems. As it was brought up by the researches, the human organism was proved to obtain the necessary energy via two ways: aerobic and anaerobic in order to implement and sustain all their functions. That is, while Nutritions (carbonhydrate, fat and protein) are burned by oxygen for the energy obtained by the aerobic way, Nutritions are burned by very little or no oxygen for the energy obtained by the anaerobic way. Walking, jogging, running and cycling can be the examples of aerobic exercises. These exercises can uphold harsh efforts, too, however, their upholding span is highly short. On the other hand, we become out of breath when we go up 10–15–stepped stairs. In this case, aerobic ways fall short to obtain enough energy and the energy is obtained by anaerobic ways. Also, numerous sports such as football, basketball, hand ball and tennis and exercises such as 100–200–400 meter–running and 50–100 meter–swimming are implemented by the help of anaerobic processes. The energy by anaerobic way is obtained by only carbonhydrates and it is limited to 2 minutes while it is upholding harsh efforts, yet most exercises are made up of incooperation of these two processes. The rate of obtaining energy by these processes is known to depend on the severity and span of the exercise.

This study brought up the effects of the trainings on sports sciences, sports areas and the performance of the human organism, which are done by using highly harsh interval training method that is one of the training methods different investigators use in different periods and models.

Keywords: Training, Interval Training, Highly Harsh Interval Training.



**ANALYSIS OF FACTORS AFFECTING HOUSEHOLDS' FISH CON-
SUMPTION IN ERZURUM, TURKEY****Rüveyda Kızılođlu***Department of Agricultural Economics, Faculty of Agriculture, Gaziosmanpasa University, TO-
KAT/TURKEY***Halil Kızılslan***Department of Agricultural Economics, Faculty of Agriculture, Gaziosmanpasa University, TO-
KAT/TURKEY***Abstract**

This paper focused on the socio-demographic factors influencing fish consumption in Erzurum, Turkey. The data were collected from 271 households by using face to face survey technique. The Logit model has been used to analyze the socio-economic factors affecting fish consumption of households. The prices of meat, chicken and fish, and income have been used as the variables affecting the probability of fish consumption.

According to the results from logit regression analysis, red meat price, chicken meat price and income are significant and positively correlated with fish consumption. An increase in red meat price resulted in a 1.82 % increase in the likelihood to purchase fish. As in the price of meat, the estimated 0.02 change in probability for income indicated that a unit rise in chicken meat price caused a 2.25 % increase in the likelihood to purchase fish.

In the light of the findings, it can be recommended that fish marketers and processors should consider income, the prices of red meat, chicken meat and fish among socioeconomic factors in their formulation of marketing strategies aimed at promoting fish consumption in Turkey. Furthermore, stocking and marketing conditions should be rearranged, and household and marketing standards should be formed.

Keywords: Fish Consumption; Logit Model; Households Preferences; Turkey

**ASSESSMENT OF STUDENT REQUIREMENTS IN INCLUSIVE APPLICATIONS****Mine Kızır***Muğla Sıtkı Kocman University, Faculty Of Education, MUĞLA/TURKEY***Sakine Adıgüzel***Uludağ University, Faculty Of Education, BURSA/TURKEY***Ahmet Yıkms***Abant İzzet Baysal University, Faculty Of Education, BOLU/TURKEY***Abstract**

Assessment is defined as the “systematic gathering of information about the child” to decide on the educational program to be implemented (Sazak Pınar, 2006; Kargın, 2007; Anıl and Acar, 2008; Diken et al., 2008; Eripek et al., 2012). Thus, assessment is a significant concept for teachers and experts, who study with students with special educational needs. Teachers and experts that work in the field should be able to contribute to the assessment process to recognize whether students have learning and behavioral problems at school, to determine the correlation of these problems to inefficacy, to take special education decisions, to develop appropriate education programs, and to follow-up the developments in students (Eripek et al., 2012). The objective of this study is to provide information on the stages of assessment process and types of assessment in special education by establishing the conceptual framework of assessment.

Keywords: Inclusion, Assessment; Special Education; Individual With Special Needs.



**PROBLEMS THAT STUDENTS FACED IN TURKEY AND SCHOOL SOCIAL WORK****Mehmet Can Aktan***Başkent University, ANKARA/TURKEY***Abstract**

Education is a basic element upon person's mental, physical, social development and also key of social development. Education is one of the most invented and quoted sources for governments. But, regarding education there are some difficulties and problems. Especially, problems that students faced in basic education and secondary education are resistances in front of the education.

In Turkey, compulsory education had been risen to 8 years in 1997 and later it was risen to 12 years with 4+4+4 application. As 2015-2016 school year, at first and second grade education, there are approximately 18 million students in Turkey. Compulsory education politics that aim to promoting school attendance are promoting quantitative improvements in terms of school attendance but there can be some issues from the qualitative aspects. Problems students faced inside and outside the school are main issues we face and deal with. More concretely; psychosocial problems like school phobia, absenteeism, truancy, bullying, violence, mental problems (such as depression, suicide), substance abuse are increasing at secondary and high schools. These kinds of problems affect badly student's academic achievement and play preventive role on student's growth and socialisation. Besides, teacher and families are spending too much time and effort about these issues. In this study, school problems will be examined in detail.

School social work is based on the approach "person-in-environment" which addresses student with its social environment, however it isn't been practised yet in Turkey. School social work has almost one hundred years of its history in the USA and England. It aims students' academic success and psychosocial development, focuses students' wellbeing on problem-needs basis. At schools from many different region of our country, some events such as violence, suicide are being reflected in the media nowadays and they are showing the need of school social work clearly. Finally, it is believed that this study will contribute to the literature.

Keywords: School Attendance; School Problems; Person In Environment



**MARKETING OF PUBLIC SERVICE EVALUATES WITH HAPPINESS OF
EMPLOYEES****Sefer Gümüř***Beşkent University, Faculty of Economics and Administrative Sciences, İSTANBUL/TURKEY***Gökhan Öner***Beşkent University, Social Sciences Institute, İSTANBUL/TURKEY***Abstract**

State is a concept. Government manages the states. Civil servant works all levels of the state. Duties and responsibilities are determined by the laws and regulations. Happiness and satisfaction of the employees ensure successful implementation of government services. It is very important for the future of the state. Employee satisfaction tell us loyalty of the state. Satisfaction of employees in state institutions and the people in general and not about loyalty to the authorities, the state pass through the love and respect of the legal entity. State continuity is essential. Not depends on the person, should be determined devotion to duty. If the satisfaction level measures, public confidence in the state will strengthen. Public services influences happiness and satisfaction of the employees. The States turned over the main task to the private sector. Public service needs to marketing. Our research is also included in this variable.

The research is made by a survey that is implemented 117 public workers. At the end of research identified that the workers aren't satisfied about working hours and corporate services and occupational health and safety, the workers are satisfied about performance evaluation, profession, working place and safety, management and regulations and institutional commitment.

Keywords: Employee Satisfaction; Public Services; Service Marketing



**THE OPINIONS OF AHMET OKTAY ABOUT TURKISH POETS****M. Arif Erzen***Yuzuncu Yil University, Literature Faculty, VAN/TURKEY***Abstract**

Ahmet Oktay is not only an important person of last period Turkish Poetry with his poem production starting with Mavi Group and reached to İkinci Yeni (Second New), but also is an important critic who is known by his assessments about literary figures and texts. The articles written up by Oktay are located on a wide range from poem to novel and story; from philosophy to politics; from popular culture to social issues. But, when his real identity which is also poetry to take in consideration, it is noticed that articles which are about Turkish poem and poets to carry a different value both to determine Oktay's poet comprehension and in general some sense on the point of Turkish poetry in the course of watching. Especially in his articles which are about Turkish poets after the Republican Period, Oktay makes important determinations intended for many poets starting with Yahya Kemal including İkinci Yeni (Second New) poets. The aim of this study is evaluate Oktay's establishings about the "after Republican Period Turkish Poets" and quality of their art by studying the relevant texts.

Keywords: Essay in Turkish Literature; The Poetry Criticism; Turkish Poetry; Ahmet Oktay; Poet's Blood (Şairin Kanı)



**POEMS IN POEMS' MIRROR****Tolga Öntürk***Yuzuncu Yil University, Literature Faculty, VAN/TURKEY***Abstract**

Various methods have been used from past to present to interpret poems. The most common one among them is prose interpretation, which interprets poems by clarification. Poems are indeed ambiguous, and they go through a process of comprehension and interpretation by the reader/listener. For this purpose, several methods have been used according to the identity, objective and structure of the poem. Structuralist poetry analysis, classic poetry analysis and ontological interpretation are some examples. The most preferred method for the divan poetry is classical poem statement. Classical poem statement, which has its roots in the interpretation of the texts with a prevalent theme of mysticism, existed in the framework of translating a poem to prose, determining the rhetoric techniques used in the poem and reaching a conclusion as to the underlying meaning. However, the argument that a poem is comprised of “accretion and association”, which is often voiced along with the definition of divan poetry, puts us on a different path in understanding the meaning of a poem: Explaining the poem with a poem. The goal in interpreting a certain poem with another poem is to find the reflections of the semantic world of poetry in other poems. Then, which poems could explain certain poems? The first group of poems that serves as an example, are works that have been created with a process of “likening” them to other works, such as parallels, quintets and added lines in couplets, all of which became a part of the traditional Divan poetry. The others are based on the assumption that all poems are the repetitions and continuations of each other, with reference to the hypothesis “There are no words left unspoken under the celestial sphere.” as asserted by intertextual theorists. With this assumption, it is possible to interpret poems that state the same meaning with different phrases and expressions by using their counterparts. A third group contains a body of work which is, as Harold Bloom states in *The Anxiety of Influence* with the relationship between the predecessor – successor, created by the novice poet, who is influenced by the master. Because such poet will surely carry the traces of the poem that influenced him. In this study, in the light of these three predictions, we shall endeavor to explain the concept of interpreting poems with the help of poems, namely ‘poems in poems' mirror’.

Keywords: Classic Turkish Literature; Divan Poetry; Nazire; Intertextuality



**THE RELATIONSHIP BETWEEN POLITAINMENT AND MEDIA-POLITICS
IN THE EXPERIENCE SOCIETY: THE CASE OF ‘THE DAILY SHOW’****Şakir Eşitti***Ardahan University, Faculty of Economics and Adm. Sciences, ARDAHAN/TURKEY***Abstract**

There has been a shift in the types and methods of political communication in today's societies. Politics becoming the subject of news through the usage of entertainment elements as well as the usage of appropriate elements of entertainment by politicians, has led to discussions on the concept of "politainment", a portmanteau word composed of politics and entertainment. In the social science literature, the concept of politainment is coined by the German political scientist Andreas Dörner. By drawing our attention to the fact that even the high culturalist discourse of the German public TV broadcasting has softened in the face of politainment, Dörner stresses that politainment has started to change the traditional understanding of news reporting and political communication. In this context, nowadays the relationship between politics and entertainment has gradually increased and this mutual relationship has turned into a symbiotic relationship in which both parties take advantage of the other. Politicians often use elements of entertainment in order to make themselves more visible, to create more awareness for the messages they want to convey and to make the messages more memorable and appealing. The media uses various political elements to differentiate its content and make it more appealing to their audience. Besides this, citizens who are tired of political polarization, economic crises and rivalry between politicians, welcome the "soft news", political shows and parodies presented in this new format admiringly. The main objectives of this study are examining the concept of politainment, addressing the change in the relationship between media and politics as well as in the understanding of news reporting in the case of "The Daily Show", and also discussing the repercussions of politainment in Turkey. This television program which is one of the most concrete and important examples of the concept of politainment in the media is examined by using discourse analysis, and the new point where politics and journalism have reached has been evaluated in the context of "Experience Society" which Dörner inherited from the German cultural sociologist Gerhard Schulze.

Keywords: Politainment, Media and Politics, Experience Society, Political Communication, Entertainment



**WOMEN'S PERSPECTIVE ON THE FACT OF VIOLENCE TO WOMEN IN
TERMS OF THE GENDER ROLE****Nesrin Akıncı Çötök**

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Abstract

There are some differences between the tasks that women and men can do within the present socia-cultural reality. These differences can be expressed as division of labor for the organization of social life. Since the division of labor is necessary for the continuity of social life the different roles of women and men gain legitimacy. While society organizes itself with the help of division of labour, women and men live for the continuity of this organization. Within the routine of social life men and women share different participation rates: both sexes' representation in the social area changes. In the context of these representations while women have become the subject of private area, men are accepted as the subject of public area. Although this situation is originated from the division of labour the social memory accepts it as a common attitude. This attitude towards two sexes causes a so-called social gender inequality. This inequality seems as a situation that gives rise to the priority of men. And this is one of the reasons of violence to women which occur as a result of economical factors. In this work which presents women's perspective on the fact of violence to women, it is tried to show the views of fifteen women from different social lives who exposed to violence. In this study, which analyzes qualitatively how women perceives their role and the importance of their place based on the fact of violence to women, women's contribution to economy is examined and also it is shown that the education level effects the women's perspective on the violence to women.

Keywords: Gender Role, Women, Violence



WOMEN, LOVE, AND SORCERY IN SPANISH PICAESQUE LITERATURE

Emre Özmen

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Abstract

Picaresque literature, which originated in sixteenth century Spain, reflects the life of the lower socioeconomic class, while offering the reader a social panorama of Spain along with a strong social criticism. In picaresque literature mostly thieves/criminals, marginalized individuals, prostitutes, people with contagious diseases, matchmakers, and sorceresses are the main characters. Perhaps the most remarkable among these characters are the women who make their living from prostitution, matchmaking, and sorcery. Each of these protagonists have customers from both upper and lower economic classes. However, the sorceresses practice a profession which spans a large spectrum of tasks: love spells, regaining a loved one, to calming an angry husband. Men cannot perform sorcery in these stories; they are completely excluded from this profession and are depicted as the victims/subjects of sorcery. For every act of sorcery, a variety of materials are needed ranging from a chicken foot to a cadaver tooth. Each material is difficult to find, but necessary in order to call otherworldly dark forces to assist. During the Spanish Inquisition period, many women were accused of sorcery and sentenced to death. These situations are presented in Spanish picaresque literature as a social reality. In order to analyze the relationship between women, love, and sorcery in Spanish society and its reflection in Spanish picaresque literature, I will focus on the most representative picaresque novels, such as *Guzmán de Alfarache*, *El Buscón*, *La Pícaro Justina*, *La Hija de Celestina*, and *Novelas Amorosas*.

Keywords: Spain; Picaresque Literature; Sorcery; Women





CHARACTERISTICS, SCOPE AND LIMITS OF ECONOMIC APPROACH IN TAX LAW

Şerif Emre Gökçay

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Abstract

Tax is an economic phenomenon, a pure legal approach remain insufficient to implement the principles of equality and ability to pay, so the necessity to discuss the economic approach method in the field of tax law rises. The concept of economic approach has a multidisciplinary framework on the basis of the interaction and interdependence of tax law and civil law within tax avoidance, evaluation of the taxable event, interpretation, and characterization of facts, proof and design of the legal norms. The lack of clarity and unity on the concept are the main points of criticism on the economic approach.

This study aims to examine the characteristics, scope, limits and application of the economic approach in the framework of law and economic doctrines, in the basis of the principles of tax law within statute law and various national and international jurisprudence such as in the UK "Duke of Westminster", in the US "Gregory v. Helvering" and in Germany "Pfennig Decision".

In this study it was also found that economic approach is based in the area of economics and designed in the area of law. It is a method used to characterize the facts and to harmonize the economic and legal methods with each other in the theory and practice of tax law. At national and international level it was seen that the limit of economic approach is determined by the principle of legality. The application of economic approach can differ by country to country however; its main function is to determine the real economic nature and content of the transactions related to the taxable event. On this framework different terms such as "substance over form" or "economics substance" can be used. In this study it was found that the general objective of the approach is to balance the conflict of interests between taxpayers and the government.

In conclusion, the application of the economic approach at national and international levels requires an interdisciplinary work. Thus the principles of legality, equity and ability to pay can be applied rationally in tax law.

Keywords: Economic Approach; Substance over Form; Economic Substance; Theological Interpretation



**TEACHING THE CONCEPTS OF VERTABRATE AND INVERTABRATE
THROUGH STORYTELLING IN PRIMARY SCIENE EDUCATION****Murat Sağlam***Ege University, Faculty of Education, İZMİR/TURKEY***Kadriye Şafak***Ege University, Faculty of Education, İZMİR/TURKEY***Tuğba Bilir***Ege University, Faculty of Education, İZMİR/TURKEY***Zübeyde Uyğur***Ege University, Faculty of Education, İZMİR/TURKEY***Abstract**

The concepts of vertebrate and invertebrate in biology are difficult to teach and learn in primary science (Braund, 1998). In this study the concepts of vertebrate and invertebrate were introduced with a story, which might be interesting for fifth grade students so that an effective teaching was achieved. The 63 students first answered a multiple-choice test to identify the degree of their understanding of vertebrate and invertebrate animals. Following the test, each student was given a story titled "Curious Parrot". The students were asked to read the story and then answer a few supplementary open-ended questions about the things taking place in the story. The parrot, which is the main character in the story, runs away from home, and comes across an owl when flying near a lake. The parrot begins to learn about vertebrate and invertebrate in the conversations with the owl. At the end of the lesson the students were asked to answer a second multiple-choice test in order to identify the effectiveness of storytelling on students' understanding of the concepts of vertebrate and invertebrate. The oral feedback from the students indicated that they enjoyed the storytelling method used in the lesson. It was found that, after teaching with storytelling, there was a substantial decrease in the number of students who had difficulty in distinguishing between vertebrate and invertebrate animals. Constructivist learning theory claims that linking the topic to be taught with students' prior knowledge makes meaningful learning easier (Driver, Guesne, & Tiberghien, 1985). The stories written with students' prior knowledge and interests in mind may make a positive contribution to fifth grade students' meaningful learning of science concepts (Banister & Ryan, 2001; Fensham 2001).

Keywords: Classification of Animals; Storytelling; Primary Science

**COMMUNICATION SKILLS LEVELS OF KARABUK UNIVERSITY SCHOOL
OF PHYSICAL EDUCATION AND SPORTS STUDENTS****Serdar Ceyhan***Karabük University Hasan Doğan School of Physical Education and Sports, KARABÜK/TURKEY***Nedim Malkoç***Ankara University, Institute of Medical Sciences, ANKARA/TURKEY***Abstract**

The study was carried out in order to examine the communication skills of School of Physical Education and Sports in terms of different variables. 293 students attending to Karabük University Hasan Doğan School of Physical Education and Sports during 2014-2015 formed the study group. Communication Skills Assessment Scale which was developed by Korkut (1996) was used in the study.

As a result of the study, it was found that although there was no significant difference in terms of gender between communication skills of students attending to Karabük University Hasan Doğan School of Physical Education and Sports, female students are highly skilled in communication than male students.

It was also found that there is a significant difference between the communication skills of the students attending to Karabük University Hasan Doğan School of Physical Education and Sports in terms of grade levels. The study is expected to contribute especially to physical education teacher candidates' communication problems and possible solutions of these problems.

Keywords: Sports, Communication, Communication Skills, School of Physical Education and Sports Students.



**INTERNET HABITS OF THE STUDENTS ATTENDING TO SPORTS SCHOOLS OF KYRGYZSTAN HIGHER EDUCATION****Serdar Ceyhun***Karabük University Hasan Doğan School of Physical Education and Sports, KARABÜK/TURKEY***Nedim Malkoç***Ankara University, Institute of Medical Sciences, ANKARA/TURKEY***Abstract**

The study was applied to 270 students attending to sports schools of Kyrgyzstan higher education. As a result of the study, it was found that only 52,2 % of the students have computer at home. On the other hand, 92% of these students use the internet at least 2 hours a day. 77,4% of them think that their schools offer sufficient and high level service about internet usage.

As a result of the findings of the study, it was seen that a huge majority of the students in sports schools of Kirghizia do not have the internet facility whenever they want. Not having a personal computer because of economic reasons affects communication and learning via the internet negatively. Both computer and internet access will increase in parallel with the increase in socio-economic levels. Students use the internet intensively especially in their personal education and this is a clear indicator of how vital it is for students.

The study contains various data about future Kirghiz sportsmen's internet habits, internet using aims, socio-economic levels and demographic characteristics.

Keywords: Kyrgyzstan, Internet, Sports, Higher Education Youth.



**WAR AND MEN ON THE NOVEL OF KONSTANTIN VOROBYOV NAMED
“SLAIN NEAR MOSCOW”****Yasemin Gursoy***Gazi University, Institute of Social Sciences, ANKARA/TURKEY***Abstract**

Second World War influences Russia, Russian folk and also Russian Literature deeply. This subject is often dealt in the belles-lettres of both during war time and after war time. Most of the authors who narrates war times in their works of art have taken part in war and they reflect the hard truths to their work of art. One of those authors, Konstantin Dmitrievich Vorobyov has been sent to the front line as a cadet, was captured, stayed in concentration camps and prisoners, escaped from the camp with his own means and returned to the front line, have experienced the war at all points. Vorobyov who narrates his war experiences in a realist way, wrote “Slain near Moscow” in 1961 is one of the important work of art which reveals the war and psychology of the people who went to war. We aimed to prove the relationship between war and men imaged in the story of “Slain near Moscow”.

Keywords: Konstantin Vorobyov; Russian literature; War literature; Second World War



**TOTAL FACTOR PRODUCTIVITY ESTIMATION FOR TURKISH MANUFACTURING SECTOR****Almila Burgaç Çil***Çukurova University, Department of Economics, ADANA/TURKEY***Fikret Dülger***Çukurova University, Department of Economics, ADANA/TURKEY***Abstract**

Studies on the calculation of Total Factor Productivity (TFP) have always been taken attention in the economic literature since TFP has been frequently employed for comparisons among countries and sectors. Despite this fact, it is quite remarkable to note that there is a lack of studies in the literature on TFP for Turkish economy because of the fact that the necessary data are not provided by the Turkish Statistics Institute (TSI). TSI is the single organization in Turkey that would able to collect large data sets. This paper aims to make a contribution to the field and presents the Turkish TFP calculations to the literature. Problems associated with TFP calculations, calculation techniques and methods and differences among those methods are discussed in the paper. TFP of manufacturing and its sub-sectors for Turkey have been calculated. The calculation approach is the similar approach Levinsohn-Petrin using Social Economic Accounts extracted from The World Input-Output Database. The data covers period from 1995 to 2009.

The results show that the TFP estimates for sectors such as textiles, food products, chemicals and chemical products and basic metals are higher than the TFP of average manufacturing industry. As far as sectors and subsectors are considered, basic metals, machinery and equipment, textiles and transport equipment are also leading export industries. The more productive the sector and sub-sector, the higher the export. In order to use nation's scarce resources more efficiently, the following recommendations may be developed for economic policy makers: i) Sectors, sub-sectors and particularly firms with higher total factor productivity deserve to be determined as "specific sectors" since they can lead to employment generation and export, and ii) incentives should be revised for sectors with lower TFP.

Keywords: Production Function Estimation, Total Factor Productivity (TFP), Levinsohn-Petrin Approach, Manufacturing



**6100 NUMBERED LAW OF LEGAL JUDGMENTS AND COMMERCIAL BOOKKEEPING REQUIREMENTS DUE TO 6102 NUMBER OF TURKISH COMMERCIAL LAW****Hakim Aziz***Karabük University, Faculty of Business, KARABÜK/TURKEY***Abstract**

Commercial book as evidence have very important place in our system of law. The presentation of commercial books and their evidence characteristics are regulated in Article 222 of Law No. 6100. As can be seen from its justification, Law No. 6102 regulated by taking into account the doctrine and practices. Commercial books can be submitted to the court with any evidence in commercial cases. If have made a verbal agreement and it not documented as written evidence, the commercial register would have vital importance where there was not any document that showing execution of liabilities arising from contractual liability in commercial relations. Article 222 of Law No. 6100 in Legal Judgments Law lets courts to request the commercial registry due to demands of each side or self with spontaneous decision. The 'self' statement evaluating principle that evidence brought by the parties in the procedural law. The criterion here, we can say that the claiming of the essential demands of the parties except matters related to public order. As the commercial registry evidences will constitute against of the owners of the evidence it could be in favor of owner. These two matter may be inseparable and that is stipulated under the same article. In favor of and against owner of the evidence of commercial books are subjected to different rules.

To be regarded as evidence of commercial books Article 222 of Law No. 6100 have 'records must be according to the law based and complete' detailed in Article 65 and 64 of Law No. 6102. In this context,, Turkish Commercial Law which regulates the commercial books registry, opening and closing procedure is complementary with Legal Judgments Law that regulates evidence implementing of commercial books. The legislator has made mandatory the registering of commercial books as regular form. That's all that matters, the relevant provisions of the 6102 numbered Turkish Commercial Law would be used for the implementation of Article 222 of Law No. 6100. Commercial Laws stipulated the commercial books registry, opening and closing procedure should be based on laws and be correct. Books must be presented if requested by the judges. Commercial books can be in favor of owner if registers be done with that regular form and contains evidences that other side books have not recorded the case or register book was not existed or not presented also if it is not registered as regular form. In our study, obligation of commercial bookkeeping will be discussed and in this context evidence characteristics of books and its requirements will be examined.

Keywords: Turkish Commercial Law; Commercial Book; Evidence Characteristics of Books



ADJOURNMENT OF BANKRUPTCY IN THE CONTENT OF TURKISH COMMERCIAL LAW(TCL) NO.6102 (TCL art.376 and art.377)

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Abstract

Adjournment of bankruptcy in TCL takes place in the articles of 376 and 377. Art.377 also makes reference to art. 179 and 179/b bankruptcy and enforcement law. The aim of adjournment of bankruptcy is, to protect debtor against the serious results of bankruptcy, to satisfy the debtee in the most comprehensive proportion and prevent the possible damage to the economy of country. Its importance with regard to the debtee: By the adjournment of bankruptcy the debtees would collect their lien more comparing to bankruptcy decision and get rid of the hard procedures of bankruptcy. Its importance with regard to the debtor: By the adjournment of bankruptcy debtor avoids pursuences of joint company or cooperative and goes on its bussiness life.

Its importance with regard to workers: By the adjournment of bankruptcy workers avoid becoming unemployed. Its importance with regard to economy of country: Because of dependence and fluency, bankruptcy of a joint company sometimes makes domino effect and effects the situation of more than one business organizations negatively and makes a serious lose of added-value in terms of country. Let's say bankruptcy of a factory which produces automobile as a corporation causes the subsidiary industry to be incapacitated which produces spare for it. Or the bankruptcy of a corporation which works on poultry husbandry may effect directly the chick breeders as a producer farmer, feed factories, tradesmen who is selling this company's products. Bankruptcy only satisfies the debtee. However adjournment of bankruptcy beside the debtee effects debtor, workers in addition to this economy of country and satisfies more comprehensive mass.

Adjournment of bankruptcy not only a chance but also a risk. It is a chance: Because a business organisation which should end up can be sustained if the adjournment of bankruptcy is used proper. It is a risk: Because it would harm debtees and people concerned if it is used inproper. Adjournment of bankruptcy is a way to let joint companies or cooperatives to get over being deep in dept by utilizing the recovery project suggested by themselves and the debtees, in the time period given by the court and it prevents bankruptcy decision to be given for them. Adjournment of bankruptcy which had been applied only for corporations before, was regulated as it is valid for joint companies and cooperative in bankruptcy and enforcement law by the amandment in 2003 by law no.4949. In our project firstly the aim and the importance of adjournment of bankruptcy will be explained and the concerned articles in this content in TCL will be investigated.

Keywords: Turkish Commercial Law; Bankruptcy and Enforcement Law; Adjournment of Bankruptcy



**MEASUREMENT OF THE IMPACT OF THE PERSONALITY TYPES
AGAINST CONSUMER SENTIMENT TOWARDS MARKETING****Burçak Başak***Sakarya University, Business Faculty, ANTALYA/TURKEY***Aykut Yılmaz***Sakarya University, Business Faculty, ANTALYA/TURKEY***Abstract**

The purpose of this study is to research the presence of relationship between the consumer sentiment toward marketing and personality types defined with Big Five Personality Dimensions and also measuring the intensity and direction of relations. The subscales of Big Five Personality Dimensions are extraversion, responsibility, neuroticism, openness with experience and compatibility. After the literature review, it was seen that there is no study about measuring the effect of personality types on consumer sentiment toward marketing. Therefore, the work has importance in terms of academic contribution. The research space consists of people who live in Turkey and above the age of 18. In process of sampling, quota sampling and simple sampling were used together. 64 likert statements were directed to the participants except demographics. Survey implementation was applied to 417 participants determined by easy sampling in March and April, 2015 in the province of Sakarya. The gender and age range have been tried to reach to the close number of population distribution of Turkey to improve the representativeness of the universe. As a result of this study, it was seen that the major marketing activity perception, which is affected by the personality types, is the perception of the promotion activities. The compatible, extroverted and open personality types have a positive effect on sensing the promotion activities. As these personality features increase, the perception of promotion activities increase in a positive way. The positive effect of compatible personality type on perception of place and product activities means the perception of the place and product activities will increase by rising compatible personality traits of consumers.

The responsible personality type is the type which has an effect on perception of price activities. It can be concluded that consumers with a responsible personality traits have a higher perception of price activities. Therefore the perception on price activities of the consumers with responsible personality type are higher and they do not ignore the price by getting effected of the price activities. The lack of an effect on any marketing activity perception of neurotic personality type reveals the consumers with this personality type have low perception in marketing activities and results that they are not interested in these activities. Measuring the impact of personality types on the consumer sentiment toward marketing contributes to the literature in the academic sense and provides usable data when scheduling the marketing activities in business sense.

Keywords: Personality, Personality Types, Consumer Sentiment Toward Marketing

**STEREOTYPES IN ÇANAKKALE WAR STORIES WRITTEN FOR ELEMENTARY SCHOOL****Mustafa Bilgen***Mehmet Akif Ersoy University, Faculty of Education, BURDUR/TURKEY***Abstract**

Primary school children take as role models from the society in which they grew up. The role models are not only from their environment but also from stories they listened. The children are much more familiar with the stories than with other media. This study is aimed to identify stereotypes in Çanakkale War stories, which is written for elementary school students. Document analysis technique was used within the framework of qualitative research. The study was limited to the book that are related to Çanakkale War consisting of ten stories by İsmail Bilgin. Data were collected by reading ten stories separately and by transcribing the parts about stereotypes. Content analysis was used to evaluate obtained data. The results indicated that there were five different stereotypes; a young, two bachelors, four soldiers, six officers and a nurse.

Keywords: Children's Literature, Stereotype, History Stories, İsmail Bilgin



**PARALLEL EDUCATION SYSTEM IN PAKISTAN: A DIVIDING OR
UNIFYING FORCE?****Muhammad Abid Malik***Beijing Normal University, PEOPLE'S REPUBLIC OF CHINA***Abstract**

Education system in Pakistan is not homogeneous. Pakistan has parallel education system with government boards affiliated school system, British Council affiliated Ordinary and A levels school system and independent waqf (seminary board) affiliated or independent deeni madaris being the most prominent ones. Unlike most of the other countries, the number and influence of these systems is significant. These three systems have their own distinctive methods of teaching, examination systems, education culture, degrees/ certificates and curriculum, causing ideological rift or even conflict within the society. The current research tries to identify how the students of these three different education systems differ in their ideology, opinion and perceptions about some issues which are perceived differently by different groups (namely religion and its role, gender issues, social and cultural values, extremism, and causes of problem faced by Pakistan). 227 questionnaires were collected from the students of grade 10 or equal from all three systems. The findings show that on all five topics, there is substantially greater difference amongst groups than within groups. The differences are especially more prominent between O level students and those from deeni madaris. The differences might be due to their contrasting educational and school culture and environment, curriculum, philosophies and aims and objectives of these two systems. The paper points out the ideological rift that such ideologically diverse and conflicting educational systems might be causing in the society. It further recommends introducing a uniform education system in the country to bring much needed harmony in the country.

Keywords: Parallel Education System, Pakistan

**A RESEARCH OF PUBLIC SERVICE BROADCASTING ON ENVIRONMENT IN THE SCOPE OF THE ENVIRONMENTAL COMMUNICATION****Özlem Kükreer Aydın***Akdeniz University, Communication Faculty, ANTALYA/TURKEY***Abstract**

Consumption-based human activities and industrialization cause many environmental problems such as the extinction of animal species and forest areas, high level of global warming and depletion of natural resources. Increasing the environmental sensitivity in the 1960s and emerging the environmental activities in 1968 protest movements conducted to environmental consciousness. In 1970s, the importance of communication has started to discuss within the scope of the environmental problems and solutions of them. In this context, the concept of environmental communication were revealed for the purpose of raising the awareness of environmental issues and inform the individuals about what should they do on environmental issues. In this study, the content of the public service broadcasting on environment which broadcasted between 2012 and 2015 on TRT 1 were analyzed. In the next step of the research, 15 in-depth interview with semi-structured questions were made to determine the environmental awareness and attitudes of the attendants. In conclusion, the findings were interpreted and provided proposals for the public service broadcasting on environment.

Keywords: Environmental Communication; Public Service Broadcasting; In-depth Interview.





THE SHORT STORYTELLING OF ANTON CHEKHOV

Imge Alpay

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Abstract

A short story is a subgenre of the story. Due to its shortness compared to story it is named as short story. The first examples of the short story are given by American writers like Washington Irving, Edgar Allen Poe by the beginning of 19th century. Since then the short story has been considered as literary genre in itself. As for World literature, in Russian literature, this literature genre has made progress especially with Chekhov-type of story, besides from Pushkin, Gogol, Gorki. One can see that there are two basic narration type of this modern story which has almost 200 years of past. One of these narration types is “event story” presented by French novelist-short story writer Guy de Maupassant and the other one is “situation story” introduced by Russian writer Anton Pavlovich Chekhov.

The aim of our work is to introduce generally the storytelling of Chekhov, who is one of the most important writers of short story in the history of Russian literature and taken an important place in World literature thanks to the innovations he brought to this field.

Keywords: Short story; Chekhov; Russian Literature; Situation Story; Naming.





A LOST YOUTH IN SEPTEMBER 12: BILGESU ERENUS, ACILAR ŞEN- LIĞI

Zeki Taştan

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Abstract

Having written a multitude of different theatrical works, Bilgesu Erenus, in that famous treatise published in 1991 and named as Festival of Pains, a drama put into stage after 17 years of its publication. The topic of trauma caused by the military coup in 1980 on the youth of the period after the process of change through which the youth underwent in a pursuit of an ideal to be realized is employed in her work. She recounts her narrative in the play within the context of depolitization policies which prevented the youth from realizing their ideals and caused a passivism on the part of them emptying of memories of such pains and penalties and a desensitivity is recounted inspite of a multitude of undesirable pains and griefs experienced. The play is centered on the the trauma suffered by the youth who became outcasts in the society, and who underwent a process of change by the military coup of September 12. Therefore, our objective in doing this presentation is to have an adequate understanding of these social forces through analysis of this military coup.

Keywords: Acılar Şenliği, 12 September, Military Coup, Bilgesu Eranus, Turkish Teatr



**MACBETH'S CONSCIENCE AND MORALIZING IMAGINATION****Lamia Kabal***Boğaziçi University, English Literature İSTANBUL/TURKEY***Abstract**

Unlike Shakespeare's greatest villains such as Richard III and Iago, Macbeth is not really comfortable in his role as murderer and usurper thanks to his acute awareness that he is acting against the moral and political values which underpin the social fabric. The aim of this paper is to explore the ways in which Macbeth falls afoul of the commonly accepted ethical and political norms in the discourse of the Renaissance era and finds himself in the role of a would-be "Machiavel". He puts 'words' and his imagination into use to seize power and later to maintain his status as king of Scotland. Macbeth emerges as a great exemplar of how desire for political power silences the claims of conscience.

Keywords: Renaissance Conscience; Renaissance Ethics; Machiavellian Politics





MINES AND MINING IN KUMLUCA SINCE THE TIME OF OTTOMANS

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Abstract

Mining during the time of Ottomans geographically having rich ore beds was an important tax kind for the state and the demand from Europe in this business began to increase throughout 19th century. In this era, the role of Ottomans as purveyor for raw materials also had reflexion on mining as an economical activity. Mining in Ottomans had major developments with these reflexions from Europe throughout 19th century. According to data from the Ottomans Archives of the Prime Ministry, Kumluca a district of Antalya was a region where there were mining activities in the 19th century. But today mining is far behind greenhouse cultivation which is the most important economical activity in Kumluca now. In this work, we aim to find out the causes for the transition from mining activities to greenhousing. The main source of this study is mainly the Ottoman Archives of the Prime Ministry and existing works in literature.

Keywords: Ottoman Empire; Mining; Greenhouse Cultivation; Antalya





THE IMPORTANCE OF TRANSLATION ETHICS AND ITS BASIS

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Abstract

This study aims at emphasizing the importance of the translation ethics and basing it on the discipline of ethics. People may be confused about the accuracy and fallacy of their actions in today's rapid society. Evaluations of the actions are the question of debate in this direction. As the translation activity is carried out between cultures, the ethical aspect of the action is of importance. Like the other areas of applied ethics, translation ethics is based on the theories of ethics shaped by the science of Philosophy. However, the current models on translation ethics are problem oriented and they are created by considering the practical translation studies. The current topics such as "fidelity", "trust", "responsibility" and "translation errors" in the framework of translation ethics have already been discussed by different translation theories. One should ask whether the solution to a problem within theories is convenient or not in the framework of theories of ethics. In this regard, what must be essentially discussed in terms of ethics is, for instance, not the "fidelity" in translation but the translator's attitude in the entire translation process.

Keywords: Ethics, Translation Ethics, Translation Theories, Profession Ethics.





COMPARISON OF COMMUNICATION PROCESS MANAGEMENT TO THE E-PORTFOLIO PROCESS MANAGEMENT

Esra Firath

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Abstract

Concepts of communication are based on the presence of people communicating for different purposes. An individual, a group or a target audience are involved in the communication process who try to make sense of messages sent. In almost all areas, it is observed that information flow is significantly increasing with the impact of technological developments. Therefore, for education, especially in the field of distance education, it is essential to communicate with learners who constitute the target audience. In this study, the concepts of communication and education are considered as ongoing processes. Healthy and continuous development of the communicational and educational processes depends on successful management of them.

In this regard, the purpose of the study is to analyse the management of use of e-portfolio process utilized for distance education candidates. "School Experience" and "Community Service" are practical courses available in fall semester of the senior year of the IOLP (English Language Teaching Degree Program) which is a four year teacher training program of Anadolu University Open Education Faculty. Though the data obtained with this study, by comparing the communication process management to the e-portfolio process management, evaluation of guidance is aimed.

Keywords: E-portfolio; the Communication Process Management; the e-portfolio Process Management.



**THE CONCEPT OF DEATH IN NABOKOV'S RUSSIAN STORIES****Rabiye Özberk***Gazi University, Faculty of Letters, ANKARA/TURKEY***Abstract**

Vladimir Vladimirovich Nabokov (1899-1977) is a Russian-born immigrant writer, familiar to all the world. After the Bolshevik regime in Russia, Nabokov is forced to leave his homeland at a young age and he never returns to Russia. His life continues in various cities in Europe and America. The famous writer focuses specifically on the death concept in early stories. Nabokov's heroes depicted in these works, mostly immigrants, oppressed characters separated from their homes and are stuck between reality and dream world. The death is only way out for these pitiful destined heroes. For Nabokov the death is not an extinction, on the contrary, is a beginning to an unknown life. The writer does not address the purpose of the death and otherworldly dimension in these stories. In this paper, we analysed the concept of death in Nabokov's Russian stories written 1924-1932.

Keywords: V.V. Nabokov, Russian literature, Immigrant, Death concept



**DEVELOPING AN ATTITUDE SCALE TOWARDS PRIVATE SCHOOLS: A
VALIDITY AND RELIABILITY STUDY****Mustafa Otrar***Marmara University, Ataturk Faculty of Education, İSTANBUL/TURKEY***Yasemin Kandemir***Marmara University, School of Foreign Languages, İSTANBUL/TURKEY***Abstract**

This study was conducted in order to develop a Likert type scale to determine the attitudes of public school teachers towards private schools. The population of research consists of public school teachers in Istanbul. The sample of research consists of 511 teachers working at 29 public schools in Istanbul, Kartal selected by random sampling. Applications were conducted during the 2014-2015 school year.

First of all, it was aimed to develop an assessment instrument that measures the attitudes of teachers towards private schools. As a result of Lawshe analysis, the scale consisting of 55 items were administered to the 512 public school teachers. Next, principal component analysis and factor analysis were conducted in order to determine construct validity and a scale with 26 items and two sub-dimensions (negative image and prestige) was obtained. To calculate reliability, the Cronbach's was calculated as $\alpha_T=.84$. For the sub-dimensions, the Cronbach's coefficients were determined between as Cronbach's $\alpha=.92$, for negative image sub-dimension and Cronbach's $\alpha=.86$ for prestige sub-dimension. On the other hand, it was found that item-total and item-remainder correlations were significant and the items were distinctive. The correlations between factors were found significant. Acquired data confirms that the scale is valid and reliable.

In the second phase of research, the attitudes of public school teachers were examined with Private School Attitude Scale. The asquired data was analysed by SPSS 21.0 statistical package. The total scores and sub-dimension scores of public school teachers were compared according to demographic variables. As a result of the research, it was determined that the public school teachers' attitudes towards private schools are negative and related suggestions were presented.

Keywords: Private School, Public School, Attitude Scale, Teacher



MATERIALS MANAGEMENT IN HOSPITAL MANAGEMENT: ANALYZING OF THE MEDICAL MATERIAL CONSUMPTION OF TWO PUBLIC HOSPITALS IN ESKIŞEHİR WITH ABC ANALYZE METHOD**Nurullah Uçkun***Osmangazi University, Faculty of Economics and Administrative Sciences, ESKIŞEHİR/TURKEY***Ümit Şahin***Osmangazi University, Faculty of Health Sciences, Health Administration, ESKIŞEHİR/TURKEY***Abstract**

In terms of cost accounting, the medical material expenses which are used in the health services, can be regarded as first material expenses. The ratio of the medical material expenses within all operation expenditure is approximately between 20% and %40, in some private transactions, this ratio can reach %80.

This research is implemented in two hospitals which have A1 statute and are depended on Eskişehir Public Hospitals General Secretariat. And main aim of this research is analyzing of medical material process which is one of the most important expenses item of material management process that affects hospital total performance as can be seen all business enterprise type.

In research process, the authors tried to analyze operations of medical material units, are managing the medical material operation, according to the data which are came from HIMS of two subsidiary hospitals of Eskişehir Public Hospitals General Secretariat. The hospitals have similar services and capacities. At the end of this research process, the information, were came from two hospital, were analyzed with ABC analyze method and compared.

Consequently, it can be said according to analyze result of ABC method in two hospitals that it is highly important to be supplied A groups materials by two hospitals jointly in terms of total hospital productivity. Similarly, the materials management processes which are about A groups materials in ABC analyze method, must be reengineered after a detailed examination. .

Keywords: Hospitals; Turkey; Medical Materials Management

**RISK AND FOOD SAFETY IN MODERN SOCIETIES****Betül Yurt***Anadolu University, Faculty of Literature, ESKİŞEHİR***Abstract**

The term food safety has been brought to the agenda as the “risk society” emerged in consequence of modernisation is also exposed to risks in terms of food consumption. Food safety is a term used to imply that nothing risky for the people has been practiced in the food production process. Standardization of production in modern life to meet the increasing needs has brought about the industrialisation process in food. Various treatments on food in this process have threatened human health seriously. This study has been carried out as a result of the increasing spread of the possible risks encountered in daily life to more fields and that these risks also pose a risk in the field of food. In this study, food-related risks that the society is exposed to are tried to be explained within the framework of modernity and it has been aimed to carry out a descriptive study addressing the policy followed by the state to preserve food safety. The field of food, which is considered as a means of unearned income in capitalism under any condition has a great effect on human health and renders health as a field to provide unearned income. Improvement of information and industrial technologies has rendered life more easier but technology together with chemicals have also began to pose a threat for human life; therefore, besides thinking that modernity and technology are beneficial, people have also began to consider that these may be dangerous in certain aspects. Accordingly, the society has begun to attach importance to “safety” and “reliability”. In this regard, certain countries and states have concluded protocols on safety and declared that international measures are required.

In a risk society, “risks produced” have a kind of boomerang effect and deeply affect the human producing it. Previously, natural events are used to be considered as risky but now the society is worried and anxious as its own products do pose a risk for itself. Moreover, predictability of the previous risks used to diminish the worries while the unpredictability of the time and results of contemporary risks make people attach more importance to safety.

Keywords: Risk, Safety, Modernity and Food Safety



**IMPLEMENTATION OF PRODUCTIVITY CARD IN PRODUCTIVITY EVALUATION IN ASSOCIATIONS OF PUBLIC HOSPITALS****Nurullah Uçkun***Osmangazi University, Faculty of Economics and Administrative Sciences, ESKİŞEHİR/TURKEY***Ümit Şahin***Osmangazi University, Faculty of Health Sciences, Health Administration, ESKİŞEHİR/TURKEY***Abstract**

The management of hospitals, which are depend on Republic of Turkey Of Health Ministry whose organization and management structure are changed according to the no.663 decree law, is planned to restructure under a general secretariat at the country level and these secretariats are planned to be depend on a Institutions Of Public Hospitals Turkey (TPHI).

It is based on “productivity card” evaluating performance of, making additional payment to , depositioning and repositioning of the managers who are worked in the hospitals which are depend on TPHI and secretariats. Productivity card which is defined by instruction are rendered with Balanced Score Card approach which is developed by Kaplan and Norton.

In this research, the authors examine the relationship between Balanced Scorecard approach which is developed by Kaplan and Norton and productivity card which is developed with turning of Balanced Score Card by TPHI.

Keywords: Hospitals; Turkey; Balanced Score Card



**DETERMINATION OF METAPHORICAL PERCEPTION ABOUT POPULAR SPORTS OF STUDENTS ON THE AGE GROUP OF 11-13 WHO STUDYING IN ISPARTA****Emine Dursun Karakaya***Suleyman Demirel University, Health Sciences Faculty, ISPARTA/TURKEY***Olcay Salici***Suleyman Demirel University, Health Sciences Faculty, ISPARTA/TURKEY***Abstract**

The aim of this study is to determine metaphorical sense about popular sports of students on the age group of 11-13 who studying in Isparta. 250 students have participated to the research who age average of $11,5 \pm 1.29$ studying at 3 different schools in 5th and 6th classes. The data of the study collected by data tool which was prepared by the researcher as semi-structured documents identifying branches about Football, Basketball, Volleyball, Swimming, Table tennis, Taekwondo sports. Research was carried out from the same group of participants gathered twice data. First practice the collected data were analyzed by content analysis of second application depending on the improved happiness, foul, referee, lane, fight, chicanery, curse, life line, kick metaphorical groups presented to students choice. Microsoft Office Excel, SPSS 16, Minitab 16, one-way chi square, chi square homogeneity and content analysis tests used to analyze for collected data. Findings represented by using percentage, frequency and chi square graphics. Metaphor chicane has used by students in Football as expected but never used in Table Tennis and Taekwondo. Although metaphor happiness has used in Football as over the expected never used in Taekwondo. As a result, significant difference found out among sports branches according to metaphors. Although metaphor chicane the most used in Football, the metaphor happiness also most used in this branch. It is observed that metaphor chicane has used in Volleyball more than Basketball. Metaphorical sense of students reviewed by depending on their perceptions of sport.

Keywords: Metaphor, Isparta, Metaphorical Sense, Chicane



AN ANALYSIS OF TURKISH WOMEN'S STATUS IN EDUCATIONAL, SOCIAL AND POLITICAL LIFE SINCE THE PROCLAMATION OF THE REPUBLIC OF TURKEY UNTIL TODAY

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Abstract

With regard to analysing When the Turkish Women's role throughout the historical process analyzed, the importance and value of women was respectfully mentioned in the Orkhon Inscriptions, which are accepted as the first important historical documents. However, in the course of time, women receded into the background by the influence of Arab or Byzantine culture as a result of changes and sanctions in social structure. Turkish women were granted several rights through reforms initiated in Tanzimat era and in the following period, thus the foundation for the reinforcement of their status was laid. After the proclamation of Republic of Turkey in 1923, women gained some rights in educational, social and political areas. For example; they were granted rights to vote and to stand for election in the local election in 1930 and the general elections in 1934. With the acceptance of the law on Unification of Education in 1924, female and male students gained equal education rights. With new Turkish Civil Law which was enacted in 1926, polygamy and unilateral divorce by men were abolished and women were given the rights to initiate divorce and the custody of children. These examples are the achievements that emphasize the role of women in society. However, Turkish women have failed to keep their success in terms of educational, social and political rights today.

As a result of rapid social change in the world, women have started to increasingly overcome difficulties related to their gender and to take their roles in economic and political life as an active workforce. Although the status of woman has been tried to be improved by educational reforms and related social changes introduced for the economic, cultural and social development of women starting from Tanzimat era and particularly from the proclamation of Turkish Republic until today the desired educational level of women has not been reached and the participation of women in work, political life and decision mechanisms has been rather weak. This study aims to review the rights granted to Turkish Women since the proclamation of Turkish Republic and to analyse the present status of women in educational, social and political life.

Keywords: Status of Women; Education of Women; Women and Politics





ANALYSIS OF PRODUCTIVITY OF LEADER COMPANIES IN THE WORLD AUTOMOTIVE INDUSTRY USING DATA ENVELOPMENT ANALYSIS

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Abstract

The automotive sector, seen as the driving force of the economy in industrialized countries, constitutes an important position because of the interaction with other sectors. This situation raises forefront of the efficiency and productivity of automotive companies. In this study, activities in the automotive sector in the world, and in 2014 according to the report published by Brand Finance, 17 firms' efficiencies with the highest brand value using a non-parametric mathematical programming model named Data Envelopment Analysis is evaluated. Making use of the financial report in the analysis period between 2011-2013, as input variables total assets, total equity and the numbers of employees were used; as output variables, gross profit and net income were used.

Keywords: Productivity; Data Envelopment Analysis; World Automotive Industry





A PROPOSAL OF THE STRUCTURAL EQUATION MODEL FOR REVIEW OF THE EFFECT OF ORGANIZATIONAL COMMITMENT AND ORGANIZA- TIONAL SUPPORT ON EMPLOYEE PERFORMANCE

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Abstract

Gaining a competitive advantage, attaining a learner identity, and keeping pace around of an organization depend on the support of the organization for the employees as well as loyalty, performance, commitment, and dedication of the employee. In this context, employees must feel the support of the organization in order to feel them valued, to have ownage of the business, to be permanent, and to improve their performance. The aim of this study is that to examine the effects of variables of the organizational commitment and organizational support which are made by organizational behavior on the employee performance. Showing a high performance and desiring to keep working on the organization of the employees in the banking sector, which is found the high-level competition, will increase the success of themselves as well as the organization. As a result of national and international literature for variables and structural equation model in the study; the relationship of organizational commitment which is a variable from individual behavior and organizational support which is a variable from organizational behavior on employee's performance are proposed for the structural equation model.

A selected universe for the field research is that about 575 employees in where 39 branch of 18 Banks in Kahramanmaraş. The studied sample is composed of 306 surveys which are suitable for analysis. In the survey, the measures which are their validity and reliability confirmed by international studies have been used belong to the variables which are "organizational commitment", "organizational support" and "employee performance" that are situated in the research model. According to the obtained data, research hypotheses are tested by using of SPSS and LISREL.

As a research result, the hypothesis which states "Organizational commitment of the Bank's employees positively affects the employee performance." The organizational commitment of employees makes a positive contribution the organizational citizenship behaviors; so that the opinion of their increased performance are supported by this study. Hypothesis of "Organizational support provided by the Bank positively affects their employee performance", which are founded between organizational support and employee performance, is also accepted. In this context, noticing of employee ideas and supporting them everything about business or non-business increase their performance.

Consequently, these points are recommended below;

considering employee's ideas seriously, giving priority to health and happiness, taking into account the objectives and values of them, forgiving a mistake which are made unintentionally, and feeling that the organization would assist them in any issues of employee.

Keywords: Organizational Commitment; Organizational Support; Employee Performance; Structural Equation Model.



**CORPORATE PERSONALITY PERSPECTIVE IN CORPORATE REPUTATION MANAGEMENT: A SURVEY OF CORPORATE PERSONALITY PERCEPTION ON BUSINESS ADMINISTRATION STUDENTS****Ahmet Başı***Marmara University Business Administration Faculty, İSTANBUL/TURKEY***Adnan Veysel Ertemel***Bahçeşehir University, Social Sciences Institute, İSTANBUL/TURKEY***Abstract**

Corporate Reputation concept has been studied in academic literature since 1950's and received a lot of interest from various disciplines. Both practitioners and academicians agree that corporate reputation plays a critical role on how the corporate is perceived and whether or not the corporate is performing successfully (Beown, 1998, Fombrun, 1996). Having a good reputation makes the stakeholders of the firm more eager to contribute, attracts good talent, helps retain existing customers (Markham, 1972). There is a positive correlation between good reputation and high revenue generation (Robert and Dowling 1997; Vergin and Qoronfleh 1998). Generally accepted definition of corporate reputation is totality of aggregated observations and perceptions regarding the firm (Bromley 1993; Davies and Miles 1998). There are three distinctive schools of thought regarding corporate reputation. These are; social expectations, corporate personality and trust. Social expectations takes into account the anticipated corporate behaviours by the society. Corporate personality approach takes into account various personality traits being attributed to a firm. The last approach investigates the conditions where people trust to a firm.

This paper uses the corporate personality approach to measure corporate personality concept. The aim of the research is to investigate the corporate personality perception of university students studying in business administration departments who plan to work in one of these firms after graduation. An exploratory research is made to achieve this purpose. The research is limited with İstanbul city and with the university students studying business administration in state and private universities. Due to the homogeneity among the research population, convenient sampling is made. The results are compared, analyzed and further research suggestions are made.

Keywords: Corporate Reputation, Corporate Personality, Personality Traits



INVESTIGATION OF NANOTECHNOLOGY AWARENESS, INTERESTS AND ATTITUDES OF PRE-SERVICE SCIENCE (PHYSICS, CHEMISTRY AND BIYOLOGY) TEACHERS

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Abstract

Nanotechnology has become a popular buzzword in science, technology and politics. This key technology is considered not only a major source of innovation in technology, industry, medicine and other fields, but also one of the main challenges of the industries for the 21st century. However, although the word nanotechnology will be familiar to many teachers and students, the subject is not known entirely and not widely taught in Turkish universities and schools. Therefore, it is really important to determine pre-service science teacher's awareness, interests and attitudes level about nanotechnology, who will be bringing up future generation of countries.

The purpose of this study was to develop and validate a multidimensional nanotechnology awareness, knowledge and attitudes of 154 pre-service science teachers (Physics, Chemistry and Biology) having pedagogical education at three different universities (Suleyman Demirel University, Mehmet Akif University and Pamukkale University) in Turkey. We have investigated the relationship between the nanotechnology awareness, knowledge and attitudes of the pre-service science teachers with their age, gender and departments. First of all, an explorative literature study was conducted to gather an initial pool of items and prepared a questionnaire by reviewing the literature, Later, the questionnaire was reviewed by an expert and according to his opinions we have arranged the questionnaire. And then, the questionnaire was applied to 41 first year science students studying at Suleyman Demirel University (SDU) to get feedback and rearrange the questionnaire. Item selection took place using qualitative and quantitative methods. First, explorative factor analysis (EFA) was used to investigate the structure of the questionnaire. Afterwards, a confirmatory factor analysis was conducted. According to analysis, the nanotechnology awareness, knowledge and attitude questionnaire was validated in different dimensions. An independent T test was calculated to determine, if there were a mean score differences between female and male for nanotechnology awareness. The obtained results from the questionnaire were analyzed by using SPSS program. The results showed that there is no significant difference between the departments. This result is given to that they have less information about nanotechnology and most of the pre-service science teachers have not taken much courses related with nanotechnology and/or they have got the initial information about nanotechnology from advertisements and TV programs. Any differences between universities and gender affecting the nanotechnology awareness, knowledge and attitudes were observed. This is also attributed to that the pre-service teachers did not take any course related with nanotechnology during their undergraduate study.





As a result, some courses related with nanotechnology must be added to the curriculum of the universities having teacher education preparing teachers for the schools. Therefore, the science teacher candidates can be trained more effectively to prepare young generation for the future.

Keywords: Nanotechnology; Pre-Service Science Teachers Having Pedagogical Training; Awareness; Interests; Attitudes



**CHINA'S GROWTH STRATEGY AND CHINESE DEVELOPMENT UNDER MILLENNIUM DEVELOPMENT GOALS****Mete Dibo***Hitit University, Faculty of Economics & Administrative Sciences, ÇORUM/TURKEY***Deniz Aytaç***Hitit University, Faculty of Economics & Administrative Sciences, ÇORUM/TURKEY***Abstract**

Millennium Development Goals that based on the Millennium Declaration which aims to end extreme poverty and hunger has been determined at the summit in 2000 under the leadership of the United Nations and with the participation of 189 countries. These goals that all must be fulfilled between 1990-2015, include eradicating poverty and hunger, basic education for all individuals, ensuring gender equality and empowerment of women, reducing child mortality, improving maternal health, combating HIV/AIDS, malaria and other diseases, environmental sustainability and global partnerships for development. The aim of this study is to demonstrate what kind of growth strategy applied and to exhibit improvements carried out in accordance with the Millennium Development Goals in the Republic of China which attempts to operationalize market economy at the end of 1970s and begins to become effective in world trade especially after obtaining its membership of World Trade Organization in 2001. In this context, we will initially try to explain the factors that led to the economic rise of China in the historical process. Then progresses of China in poverty, education, health, environment and gender equality issues will be discussed with a comparison with Eurozone and the World in general, in the light of the World Bank data.

Keywords: Millennium Development Goals; China; Growth Strategy





WHAT DOES TAX COMPLIANCE EXPERIMENTS TELL US? A REVIEW

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Abstract

Experimental economics presents guiding results for economists and policy makers in the field of public finance, as it does in other fields. The topic of tax compliance attracts attention of experimental economists particularly in the last decade. In the classical form of these experiments, participants are allowed to accumulate a value which can be converted to money, and then they are asked to report these amounts independently in order to be reduced by a certain amount by experimenters. On the other hand, with a certain probability, experimenters check these reports and in case of a revealed misreporting, cheaters are fined. Experiments, as in this form, resemble a taxation process.

In this study, tax compliance experiments are evaluated. The effects of different treatments - such as varying tax rates, audit frequency and fines- on tax compliance are summarized. In addition to these, lessons from experiment results for policy making and internal and external validity of experiments are discussed; alternative methods and treatments are proposed.

Keywords: Experimental Economics; Public Finance; Tax Compliance; Taxation



AGE-RELATED DIFFERENCES IN THE REPEATED SPRINT PERFORMANCE AND FATIGUE INDEX IN PUBERTY GIRLS ATHLETE**Bircan Dokumacı***Anadolu University, Sports Science Faculty, ESKİŞEHİR/TURKEY***Hayriye Çakır Atabek***Anadolu University, Sports Science Faculty, ESKİŞEHİR/TURKEY***İlker Yılmaz***Anadolu University, Sports Science Faculty, ESKİŞEHİR/TURKEY***Abstract**

Acceleration and deceleration are important for athletes because most of sports movements involve efforts which are maximal or near-maximal with very short recovery time. This ability is defined as repeated sprint ability (RSA). The studies that investigate age-related differences in RSA generally included only boys and this relation is not clear in the girl population. Therefore we aimed to investigate the age-related differences in the RSA and fatigue index in Turkish puberty girl athletes. 36 volunteers (11 age group n=13, 12 age group n=16, 13 age group n=7) participated in this study. RSA of girls were determined by 7 × 30m running repeated sprint test with 25s active recovery intervals. Body composition was measured in terms of height, weight and BMI. The height values were found slightly lower in 11 age groups than 12 and 13 age group ($p < 0.05$), but there were no differences between 12 and 13 age groups in height values ($p > 0.05$). There were a significant differences among three groups in weight values ($p < 0.05$). Best sprint time (BST), total sprint time (TST) and the repeated sprint decrement/fatigue index (SD %) were determined for each player. One way analysis of variance indicated significant differences in BST ($F(2,34) = 35.78, p < 0.05$) and TST ($F(2,34) = 21.73, p < 0.05$) among 11, 12 and 13 age groups. According to the Tukey analysis results these differences aroused from 11 age group for both BST and TST. No significant differences were observed in SD% among three groups ($p > 0.05$). Our results indicated that the RSA and SD% were independent from age and other variables such as height, weight and BMI while BST and TST improve with age.

Keywords: Fatigue Index; Repeated Sprint Ability; Puberty Girls

**STUDENT PROBLEMS AND SOLUTION PROPOSALS BY GENERATION Y
PERSPECTIVE: ISPARTA VOCATIONAL HIGH SCHOOL CASE****Pınar Göktaş***Suleyman Demirel University, ISPARTA/TURKEY***Abstract**

Almost born in the same year, the group of individuals with common characteristics can be defined as the generation. Generation classification is made as Traditionalists, the Baby Boomer, Gen X, Y and Z. As part of this research, student's problems were researched for the Y Generation who was born between 1980-1999. These problems have been identified with brain storming method, have been analysed with fishbone diagram and solution proposals have been presented by why-how tree diagram according to students' view of Süleyman Demirel University Isparta Vocational High School. Thus, it is aimed to improve the quality of education.

Keywords: Y Generation, University Student Problems, Fishbone Diagram, Tree Diagram



EXAMINATION OF BURNOUT LEVEL OF ACADEMICS IN TERMS OF DEMOGRAPHIC VARIABLES

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Abstract

The burnout which is one of the issues coming to the fore in recent years, which expressed as emotional exhaustion, depersonalization and feel personal accomplishment and which can be resulted from individual / organizational factors is especially more common in certain professions. It can be said that burnout is an important issue for academicianship which required spend a lot of time with students, conduct appropriate quantity and quality researches in a particular time and face to face communication. Individual demographic characteristics such as gender, age, marital status and number of children affects burnout levels of the person. In this direction, it was aimed to determine that whether or not, there is a significant relation between burnout level of the academics and some demographic variables such as age and seniority and there is a significant difference in burnout level of the academics according to some demographic variables and occupational demographic variables such as number of publication or weekly course hours in this work. Population of the research is academic staff in the state and private universities in Istanbul. The number of academic staff consists of approximately 20,000 people in Istanbul (12 656 in public universities and 7024 in private universities). Accordingly, it will be enough that the 377 person will be taken from population as sample with %95 confidence interval and %5 error margin. Web pages of universities is being scanned for collecting all of faculty's e-mail addresses and questionnaires will send to these e-mail addresses. In research, survey method is used for collecting data. To measure the academic staff burnout, "Maslach Burnout Inventory" was preferred in survey. This scale was developed in 1981 by Maslach and Jackson and Ergin was made the Turkish adaptation of the scale in 1992. The scale was measured burnout with 22 item and 3 dimension (emotional exhaustion, depersonalization and reduced personal accomplishment). Emotional exhaustion consist of nine items, depersonalization consist of five items and reduced personal accomplishment consists of eight items. "I feel emotionally drained from my work", "I feel I treat some people as if they were impersonal" and "I deal very effectively with the problems of people" are some of items in Maslach Burnout Inventory. Survey also included social and demographic questions.

Keywords: Burnout, Academic, Demographic Variables

A STUDY ON RISK – TAKING BEHAVIOR OF INVESTORS**H. Işın Dizdarlar***Niğde University, NİĞDE/TURKEY***Öykü Şener***Niğde University, NİĞDE/TURKEY***Abstract**

The fact that the attitudes of individual investors in financial markets may be effective on the market is discussed in various studies. Factors like investors' risk-taking behaviours, their perception of risk for financial tools or financial markets, knowledge level of investing and investors, emotional circumstances, demographical, social and economical features and personal features have been subject to many researches on financial market investments. One can see that these researches started with works of Watson and continued with the efforts of Skinner, Kahneman, Tversky, Smith and Droms. Behavioural economists claim that risk-taking behaviours of investors are not objective; generally subjective. While risk, in financial theory, stands for possible loss or profit, it is generally understood by investors as facing a negative situation. In addition, behavioural finance accepts that risk-taking behaviours of individual investors are closely related to their personalities. Our purpose for this study is to define the risk-taking behaviours of investors. In order to maintain this, a survey on the risk-taking behaviours of individual investors in Kayseri is done. The emerging point of this study is the assumption that socio-economic and demographic factors are effective on risk-taking tendency of individual investors. Investigations on their attitudes for defining how they are affected by socio-economic and demographic situations are done. Meanwhile, we tried to determine their risk-taking levels. In the first section of the study, developments in the notions of behavioural finance and behavioural finance theories are analyzed. In the second, we have studied on the relationship between demographic and socio-economical features and risk-taking behaviours of individual investors. We have made a questionnaire on individual investors by using simple random sampling. These questionnaires are evaluated by utilizing chi square and frequency tests of SPSS analysis programme. The consequences of the study showed that individual investors are focused on having knowledge of stocks or the market as the most important factor. While individual investors participated in the study expressed that their risk-taking levels are quite low, and so their incomes are, therefore their tendency towards investment is mostly on less risky tools. Thus, if the incomes of these investors increase, it is visible that their tendency for investment would be more risky tools like equities. It is deduced from our study that socio-economical factors and knowledge have effect on risk-taking behaviours of investors.

Keywords: Behavioural Finance, Risk-Taking Behaviour, Individual Investor

**INTERCULTURAL COMMUNICATION AND CULTURAL INTELLIGENCE
IN MULTICULTURAL EDUCATIONAL ENVIRONMENT: A CASE ON
KYRGYZSTAN UNIVERSITY STUDENTS****Gökçe Yoğurtçu**

Kyrgyzstan-Turkey Manas University, Communication FACULTY, KYRGYZSTAN

Abstract

The socio-cultural transformations in today's world are continuously increasing the intensity of the debate around the cross-cultural communication concept. While the importance of being open to different thoughts is gradually increasing, the role of cultural intelligence which points to ability to be adaptable to different cultures and to interact in different cultural environments has cropped up.

This paper aims to survey the cultural intelligence (CQ) level of students of Kyrgyz National University named after Jusup Balasagyn, Kyrgyzstan-Turkey Manas University, Kyrgyz-Russian Slavic University and American University in Central Asia in Bishkek. As known, Bishkek is capital of Kyrgyzstan with multinational population. The demographic structure of university students (respondents) composes from citizens of both Kyrgyzstan and other countries like Uzbekistan, Kazakhstan, Tajikistan, Mongolia, China, Russia and Turkey. In this study Cultural Intelligence Scale (CQS) developed by Ang and others (2007) was implemented, and obtained data will be analyzed with multivariate statistical techniques.

Keywords: Kyrgyzstan, Multiculturalism, Intercultural communication, cultural intelligence



**AUGMENTED REALITY AS AN EXPERIENTIAL MARKETING TOOL: A
RESEARCH ON THE IMPACTS OF BRAND EXPERIENCES IN TURKEY****Banu Küçükaraç***Kocaeli University, Faculty of Communication, KOCAELI/TURKEY***İdil Sayımer***Kocaeli University, Faculty of Communication, KOCAELI/TURKEY***Abstract**

Rapid developments in digital technology increase the interactionality of the new media environments and offer different services and experiences for the individuals and brands. In these experiences where human-device interaction gradually increased, smart phones and tablet-computer integrated Augmented Reality (AR) applications seem to be at the forefront due to increased use of mobile devices especially in recent years. Currently being used in all sectors including education, health, architecture, arts AR is being defined as the new generation technology where simultaneous interaction created between the two types of objects by providing the connection between the real world and the virtual world. In recent years this new generation technology has brought into forefront by brands as experiential marketing tool. Experiential marketing which is used to provide brand loyalty by creating an emotional connection between the brand and the consumer, also emphasizes on the values that gives joy to the consumer and makes them happy appealing to their senses. There are new studies toward that experiential marketing which can be performed independently from time and space with AR technology, allows continuous interaction with the brand by keeping the elements of knowledge, excitement and fun at the forefront. In this study we aimed to explore the impact of the mobile AR applications on consumers as experiential marketing tool in Turkey and consequently the benefits to the brand. Focus group method has been used in this exploration. In focus group discussions conducted with 12 students from Faculty of Communication of Kocaeli University, Ülker brand's Cafe Crown and Laviva AR campaigns that run via Blippar in Turkey were chosen as samples. The factors for selecting these campaigns are Ülker's being its first AR campaign in Turkey, using AR technology extensively and it is identified as recognised widely among the selected focus group of which the age range is 18-30. In the study, benefiting from the work of Bluearca and Tamarjan (2010) and Eyüpoğlu (2011) perceived experiential value of their AR campaigns was measured and, in the framework of findings, consumer perspective on AR technologies and campaigns was uncovered. Although the study, is instructive for Turkish brands who want to develop experiential value and a positive attitude in the consumer's mind, it offers a significant contribution in terms of revealing the cultural differences in the international literature by being addressed for the first time in Turkey in these aspects.

Keywords: Augmented Reality (AR), Experiential Marketing, Brand Communication, Mobile AR Applications, Experiential Value

**ANKARA NUMUNE TRAINING AND RESEARCH HOSPITAL ALCOHOL
AND DRUG ADDICTION TREATMENT AND TRAINING CENTER TOUCHES
THE DREAMS OF ADDICTS****Meryem Danışmaz***Hacettepe University, F. E.A. S., Social Work Department, ANKARA/TURKEY***Yasemin Ertan Koçak***Hacettepe University, F. E.A. S., Social Work Department, ANKARA/TURKEY***Abstract**

Drug addiction is one of the most important social problems which has been growing significantly and becoming a public agenda in the recent years. Addiction can be described as self insufficiency, being only able to move and think with the help of another object or drug. However without that material, object or substance, it becomes impossible to think, behave and decide independently (Sevil, 1998). When people use these substances for “bad purposes”, they get into a vicious circle of addiction. There might be many reasons for addiction process to actualise. For this reason, the factors that create addiction should be evaluated in detail without solely focusing on one.

People who use drugs consider their drug using as escaping from their life problems. This is actually because of the intoxication effect of these substances. In time, drug using cause various problems that threatens health, social functionality, family relations etc. rather than just relaxation. To gain their functional roles back, individuals might harm themselves or decide to challenge their addiction behavior. Many people who try to get away from drugs and get a proper treatment apply Drug Addiction Treatment And Training Center.

Drug addiction treatment is a challenging and complex process. The purpose of this paper is to analyze, what kind of services and practices provided in Ankara Numune Training and Research Hospital Alcohol and Drug Addiction Treatment and Training Center for target client system and how these services and practices affect clients’ present and future life

Keywords: Drug Addiction, Drug Addiction Process, Drug Addiction Treatment, Drug Addiction Treatment And Training Center.



**THE ROLE OF WOMAN IN TURKISH ECONOMY FROM FEMINIST ECONOMIC PERSPECTIVE****Ruhan İşler***Suleyman Demirel University, Graduate School of Social Sciences, ISPARTA/TURKEY***Canan Şentürk***Suleyman Demirel University, Faculty Of Economics And Adm. Sciences, ISPARTA/TURKEY***Abstract**

The role and place of women have been neglected for a long time in economy as well as in economics, and women have not been given due importance in these fields. Feminist economists criticise traditional-neoclassical economics claiming that conceptual basis for the mainstream economic knowledge is gender discrimination and women's experiences are not reflected in economics. In this light, they challenge economics suggesting that it should be reviewed and questioned including women's perspective.

Women have participated in various economic activities in varying shapes and status depending on the conditions of each period of history. However, in the true sense, women have taken place in working life under the status of "paid" and "workers" for the first time after the industrial revolution. Laws and practices that support working women, increased educational opportunities, demographic developments, shrinking family size, marriage rate reduction, divorce rate increase, single individual-family, non-standard operating modes, improvements achieved in attitudes towards women's work, child care and improvements in other services are important developments that play a role in increasing the number of female labour. In this context, the aim of this study is to examine women's role, status and issues in Turkish Economy from a historical perspective.

Keywords: Feminist Economics, Female Labour Force, Turkish Economy, Economic Development





POST-COLD WAR ERA AND STABILITY IN INTERNATIONAL SYSTEM IN THE PERSPECTIVE OF SYSTEM APPROACH OF RICHARD RO- SECRANCE

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Abstract

Long term system changes in International Relations Discipline are analysed by theorists such as Robert Gilpin, Immanuel Wallerstein, Paul Kennedy, Charles Tilly, George Modelski. Also one of these theorists is Richard Rosecrance. Rosecrance dealt with system and state as unit of analysis in his book “Action and Reaction in World Politics” published in 1963, and also analysed changes in nature of state and system within the frame of relations between state and its periphery. In the book, Rosecrance examined international system between 1740 and 1960, and evaluated international system on basis of power and diplomatic relations. According to Rosecrance, stability of international system is determined by 4 interacting elements. These are foreign policy guided by ruling elites and harmonising of foreign policy aims among the states, control level of elites on their states, foreign policy sources (persuasion capacity, quantity and easy availability to sources) and aim harmony between aim of state and its periphery. Especially, the last element produces an effect on international system as “regulative” or “disruptive”. For Instance, while Napoleonic Wars produced a disruptive effect, the Concert of Europe which was the result of 1815 Vienna Congress produced a regulative effect on international system. Similarly, nationalism which was the results of 1830 and 1848 Revolutions produced a disruptive effect.

Richard Rosecrance claims that the USA has been the major regulative power in international politics following the Cold War. However, Russia, Japan, the EU and also China have had the capability to become major centres of power in international politics. In this framework, he is of the opinion that the international system could be multi-centric led by the USA following the Cold War, adding that rather than balance of power or nuclear balance, the anarchy in international system could be governed by a central coalition. Despite regionalization trends following the Cold War, it has been still possible to form a central coalition led by the USA. This paper tries to analyse analytically whether the perspective of Rosecrance is explanatory for international system after the Cold War, considering important developments such as the September 11, 08.08.08 Georgia War, Russia-Ukraine Crisis in 2014.

Keywords: International System, Stability, Disruptive Influences, Regulative Influence, Central Coalition



**PROVISION OF HEALTH SERVICES AND FINANCING OF HEALTH
EXPENDITURES IN TURKEY****Necmi Ocak***Hittit University, Faculty of Economics & Administrative Sciences, ÇORUM/TURKEY***Abstract**

Prior to 2006, provision of social insurance services in Turkey were being provided by three different organizations: the Pension Fund, SSK and Bag-Kur. Since these institutions are governed by different legislations and have different organizations, they present different coverage packages to the individuals registered to them. For instance, the Pension Fund was the institution with the most comprehensive benefits package among health insurance systems. These differences were presenting an obstacle for the effectiveness and efficiency of services provided. For this purpose, the three institutions are unified under Social Security Institution (SSI). Today, for the financing of health service, compulsory insurance model is the basis for a certain segment under SSI, whereas public aid model is applied for those with insufficient income. There is a three-stage structure for the provision of health services in Turkey. For health services, citizens can benefit from public institutions or private health institutions which seek profit in the market system, in this three-stage structure. Therefore it can be claimed that health service system shows diversity for both service provision and service demand.

In this study, health service providing institutions and structure of financing of the health expenditure in Turkey are evaluated with a literature review from secondary sources. In addition, health expenditures of Turkey and OECD countries are compared, and a positive relationship between these expenditures and average life expectancy is observed.

Keywords: Health Expenditure; Health Services; Social Security Institution





**THE INFLUENCE OF THE LIVING CONDITIONS OF STUDENTS ON THEIR
UNIVERSITY MOTIVATION: CASE OF CHEMISTRY STUDENTS AT THE
FACULTY OF SCIENCE BEN M'SIK-CASABLANCA**

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Casablanca University/ MOROCCO

Mohamed Radid

Casablanca University/ MOROCCO

Abstract

Our research is intended to provide data on the living conditions of university students: case of chemistry students at the faculty of sciences Ben M'sik - Casablanca. We are interested in this study mainly on the influence of housing and transport problems on the university students' motivation. 302 chemistry students of different levels from the first year to the Master participated in this survey; they are between 18 and 28 years. The analysis of the results shows that the problems of transport and housing encountered by students influence unfavorably their university motivation.

Keywords: motivation, failure and success, Moroccan university, teaching chemistry





THE INTEGRATIVE FUNCTION AND THE REDUCTION OF THE COGNITIVE DIMENSION OF THE SOCIAL MEDIA IN THE CONTEMPORARY SOCIAL MOVEMENTS

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Abstract

The contemporary social movements to even larger extent impose the necessity of redefinition of the media reality effects via which in direct or indirect manner, their influence reflects to the politics, the economy and the business sector, the culture and the other segments of the social reality. Hence, the fundamental approach in the media construction is the value of the information where the news placement is actually a selected perspective towards the facts and the sources in the media content. The functions duality of the social media is expressed via a few socio-cultural and political aspects emanating from the democratization degree of the institutions in the social systems. The determination of the cause-effect relations as a degree of influence in the media dualism, which will be elaborated in theory and in implementation in this paper, shall develop and shall explain the thesis regarding the reduction of the cognitive dimension versus the integrative function of the social networks. The components of epistemological and functional character applied, will also reflect the negative effects of the media reality: unique public opinion versus pluralism of opinions, uniformity of the communication contents versus various thematic and genre media products, ideologization of the communication messages and collective versus individual critical awareness. In fact, such media reflection reflexes the polarization and the simultaneity of both contemporary sociological concepts - society globalization and the atomization of individuals that in its construction have social projection of the alleged social cohesion. The modification of the online media as hyde-park or discussion forum simultaneously label the interaction of a passive audience phenomenon who hears little, talks even less and does nothing in order to move the positive values of the social reality.

Keywords: Integrative, Reduction, Uniformity, Media Reality, Social Media.



**INVISIBLE HEROES IN THE CZECH HIGHER EDUCATION LANDSCAPE:
AUTO-ETHNOGRAPHIC NARRATIVES OF (NON)ADAPTATION AND SE-
COND LANGUAGE LEARNING****Tatiana Dumbrava***Masaryk University/ CZECH REPUBLIC***Abstract**

The study explores the narratives of foreign students who share various adaptation journeys and who strive to make sense of their being different in a monocultural and monolingual education context. The research purpose is to scrutinize the counter-narratives of adaptation and show alternative paths in that respect.

The main theoretical concepts are situated in the poststructuralist approach which embraces broader social understanding of such concepts as identity, adaptation and second language learning. A specific qualitative methodology – auto/ethnographic narrative approach – is employed to examine the adaptation process in all its forms, and multiple interactive interviews are undertaken with six participants from diverse linguistic and cultural background. Data analysis is achieved through critical narrative analysis and the results are presented in an auto/ethnographic form.

The results of the study tackle various layers of the adaptation process. Some of them challenge the taken for granted assumptions of what adaptation is and some of them offer alternative ways of adapting. Some of them put into question in a radical way the whole concept itself, suggesting that foreign students do not undergo such a process at all. One of the main conclusions demonstrates that adaptation is not always necessary, being influenced by external social discourses and by one's own concepts of it.

Keywords: The Czech Higher Education, Auto-Ethnographic Narratives, Second Language Learning



**TYOLOGICAL APPROACH TO RELIGIOUS AUTHORITY FROM A SO-
CIOLOGICAL PERSPECTIVE****Abdullah Özbolat***Çukurova University, Divinity Faculty, ADANA/TURKEY***Abstract**

This study examines the structure of religious authorities. The problem of the study is acquiring a typology of religious authorities. It has two purposes. Firstly, examining with a sociological approach to the study of religious authorities in general of study and secondly the conceptualization of a typification of religious authorities. It is meant by concept of religious authority, prophet(peygamber), founder of religion(din kurucusu), priest(rahip), saint(veli), scholar(âlim), sheikh(şeyh), sayyid(seyyid), shaman(şaman), dede (religious figure in Alewite). In this study is proposed model of three-dimensional typification based on the social function of religious authorities (teacher, judge and doctor).

Religious authorities come into prominence with three characteristics as well as they are undertaking many different functions. These are functions: a) guiding, informing, b) adjudication, judgment, mediating c) healing illness. It is mentioned issues such as indicators of religious authority, concepts of authority and carisma after a theoretical introduction to the religious authority in the first chapter. It is based as guide/teacher, judge and doctor in accordance with problematic of study types of religious authority in context of typological approach to the religious authority in the second chapter. As aims new a typology, scope of this study is identified in an area at the intersection of history of culture, history of religions, history of Islam and sociology as interdisciplinary study.

Keywords: Religious Authority; Sociological Perspective, Typification, Carisma

THE TEACHER CANDIDATES' VIEWS CONCERNING THE 21ST CENTURY LITERACY EDUCATION PROJECT (LEP)

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Abstract

In our era, where mass communication devices disseminate continuous messages and head spinning developments in technology are experienced, it is inevitable to reconsider and assess the applications and expansions of informatics and multimedia in education process. In order to use communication technologies and perceived in educational and teaching processes appropriately, individuals are not only required to become scientifically and technologically literate but also multimedia literate. Today, the concept of "Literacy" represents reading and writing in various forms of texts which embody information and skills. Different literacies are essential for human to live, work and produce. Within this respect, a Project called "The 21st century literacies Education for teacher candidates" was conducted with the support of TÜBİTAK at Amasya University.

The aim of the Project was to improve the information and skill levels of the teacher candidates concerning the 21st century literacy and to teach benefits of most efficient ways from various literacy types in education and teaching processes. Teacher candidates were provided with information, technological, media, visual and natural and science literacies besides traditional one. The sample of this qualitative study consisted of 24 teacher candidates from 10 different universities. After presentation of each literacy type, the views of teacher candidates were taken.

When the teacher candidates' views were observed, as a result of "21. Century literacies Education" Project it can be said that this education creates awareness and constitutes information, skill and competence that can be used in their future academic lives. According to their feedbacks, individuals that received the 21st century literacy education, expressed that they acquired the skills to access the contents presented in multimedia environment, to understand these accessed contents, interpret them, criticise and reproduce them. Nowadays, the continuous flow of media and visual messages and experiencing fast changes in science, technology and communication necessitate an adaptation of education system and educators to develop multi-literacy skills.

Keywords: Teacher Candidate, Literacy, 21st Century, Education, Project

**TURKEY'S SELECTIVE DEVELOPMENT OF NON-STATE ACTORS:
STATE MANAGEMENT OF CIVIL SOCIETY****Çağla Diner***Kadir Has University, İSTANBUL/TURKEY***Catherine Long***Kadir Has University, İSTANBUL/TURKEY***Abstract**

This study examines the nature of post-2002 Turkish state-civil society relations from the vantage of women's civil society organizations (CSOs) and business associations (BAs). Frameworks of Turkish state-civil society relations emphasize democratizing factors regarding CSOs, conceptualizing organizations as arenas for negotiation with and opposition to the state, and corporatism regarding BAs. This study's alternative framework establishes how the Turkish state appropriated so to use civil society as an instrument of its governance strategy. In terms of women's CSOs, because the state requires civil society engagement to undertake policy concerning women, it establishes and nourishes organizations with which to conduct policy actions and through which to participate in co-extensive feminist debates so to capture feminist opposition. In terms of BAs, the state evolved from requiring dominant associations' implicit neutrality to explicit loyalty. As an extension of this loyalty, the state strategically nationalized the BA specialized in foreign relations to control its actions and check the power of other associations. The study establishes its framework by means of longitudinal and cross-sectional comparative assessment of these relations applying historical, rational choice, and discursive new institutionalism. The state-women's CSO relations case is the conflict between the Istanbul Convention Observation Platform and the government during elections for the committee that selected the GREVIO (Group of Experts on Action against Violence against Women and Domestic Violence). The state-BA relations case is the 2014 legislative nationalization of DEIK, the association's integration into the Ministry of Economy, and the recent court decision regarding its official status.

Keywords: Turkey, Civil Society, Business Associations, Women's Organizations



**EFFECTS OF ZERO MOMENT OF TRUTH ON CONSUMER BUYING DECISION, AN EXPLORATORY RESEARCH IN TURKEY****Adnan Veysel Ertemel***Bahçeşehir University, Social Sciences Institute, İSTANBUL/TURKEY***Ahmet Başçı***Marmara University Business Administration Faculty, İSTANBUL/TURKEY***Abstract**

First moment of truth (FMoT), (Procter and Gamble, 2006) and Zero Moment of Truth (ZMoT) (Google, 2011) concepts are coined by practitioners studying important moments in the consumer purchase decision process. First moment of truth emphasizes the critical importance of the in-store experience and the first few seconds when the consumer encounters with the brands on the shelf. The Zero moment of truth highlights the consumer's online research phase that occurs prior to the buying decision. It includes using electronic Word of Mouth (e-WoM) to make more informed decisions. This concept goes back to impulsive purchasing behavior studied in the academic research (Clover 1950, Stern, 1962, Applebaum 1951, Rook 1987, Childers, 2001).

This paper links Zero Moment of Truth concept with the existing academic literature. Furthermore, it uses a prior similar research conducted in US market (ShopperSciences Study, 2011) to discover how zero moment of truth effects Turkish consumers' actual buying behavior. The research analyzes the results across different demographic segments. Finally, the results are compared with the prior research.

Keywords: Impulsive Buying, Zero Moment of Truth, First Moment of Truth, Electronic Word of Mouth(eWoM)





THE DEATH OF THE STEREOTYPE: RECLAIM OF SELF IN ANGELA CARTER'S "THE LOVES OF LADY PURPLE"

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Abstract

The woman has almost always been depicted stereotypically in the canonical literary texts. The most renowned legends, mythological stories, epics, folk tales as well as fairy tales are full of female characters who act in accordance with the pre-determined and recursive roles casted for them. In relation to this, the female is pictured as either too good or too evil lacking a significant individualism and complexity. Accordingly, the literary history revolves around such stereotypes as "damsel in distress," "angel in the house," or "femme fatale" in the construction of its female characters. Nevertheless, there is a strong and noteworthy contestation against such stereotypical appropriations of women in literature especially within feminist context. Indeed, female characters negate the stereotypical representations, and surpass the cliché scenarios envisioned for them in such exceedingly subversive texts. "The Loves of Lady Purple" by Angela Carter, for instance, is a story that simultaneously relies on and subverts the female stereotype, femme fatale, which stands for the overtly seductive, abusive, and destructive female. Even though the story enacts the femme fatale, the characterization of the stereotype serves not to promote but to problematize stereotypical representations of female in the overtly male-centered literary canon. The femme fatale depicted in the story inclines to subvert the stereotypical traits imposed upon her by utilizing the very characteristics the stereotype would substantially demand. To this end, this paper specifically analyzes the representation and re-representation of the femme fatale in "The Loves of Lady Purple," and it aims to lay bare how the female dismantles its objectification, suppression, and configuration by the male, and reclaims her own self.

Keywords: Angela Carter; "The Loves of Lady Purple;" Stereotype; Femme Fatale



**RELATIONSHIP AMONGST EMPLOYEE IMPULSIVITY BEHAVIOR,
EMOTIONAL INTELLIGENCE, EMPLOYEE CREATIVITY****Ebru Gozukara***Istanbul Arel University, Faculty of Economics and Adm. Sciences, İSTANBUL/TURKEY***Abstract**

Individual creativity, is considered as an individual phenomenon level that provides the production of new and extremely valuable ideas for organization. Organizational level literature studies indicate that there are lots of factors examined in individual and group levels within organizations like innovation climate, group communication, leadership style and creativity core competences that effects individual creativity. This study is based on the employees are effected by the individual impulsivity behaviour, providing positive increase on firm performance by the help of creativity features of the employees. Accordingly, individual behaviors having impulsivity are examined in premeditation, urgency, sensation seeking and perseverance dimensions. These dimensions influence the creativity of employees in firms. Impulsivity is an important psychological situation, studied in many individuals and generally in systematic level. In addition, this research was developed on the assumption of emotional intelligence, consisting self-emotion appraisal, other-emotion appraisal, use of emotion, regulation of emotion dimensions, has an influence on the relation between employees impulsivity behaviour and employee creativity. However, this research examined whether the relationship amongst the impulsivity behaviour, emotional intelligence and creativity of an employee, indicates changes with respect to gender.

Keywords: Impulsivity Behavior; Emotional Intelligence; Employee Creativity

**SURVEILLANCE AND CONSTRUCTION OF POWER RELATIONS IN
CINEMA FILMS****Dilar Diken Yucel***Gazi University, Communication Faculty, ANKARA/TURKEY***Abstract**

This study's subject is about for which purposes and by whom the surveillance is done in these days. In this study, the concept of surveillance were examined through movies in relation with power structures existing at all stages of our lives. Starting from the phenomenon of surveillance, which is old as human history, the notion of surveillance is discussed from the perspectives of Michel Foucault's and Jeremy Bentham's approaches. As a part of this study, Bentham's "Panopticon" prison project, which has an architectural design shaped according to the notion of surveillance, and terms of Sinopticon and Superpanopticon which are the complementary notions of "Panopticon" are analyzed. In addition to that, as the person who brought the term "surveillance" into social sciences, M. Foucault's approaches to power and body are at the focus of this study. The borders of personal privacy are getting vanished since the individuals have been begun to seen as numeric codes, not as human beings. We live in a world in which our personal information is stored in data banks, and our phone calls and shopping details are recorded. Also thanks to security camera systems surrounding us, we can be tracked anytime and anywhere. Because of these reasons "surveillance" is one of the most important concepts of our time.

The study aimed to discuss the films through the concept of surveillance. The study focusing on how films reflect the surveillance and power relations has benefited from a combination of historical and semiotic analysis as a method. Three films released in between 2013 and 2015 of The Hunger Games series and the movie "1984" which was released in the same year with its name have been studied in this research. The hypothesis that one of the most important elements in ensuring the continuity of power is surveillance has been tested within the study, while having in mind that there is a parallelism between the rise of surveillance applications and the development of information technology. Within this study, it has been put forth how practices of surveillance have been justified through movies by the holders of power on a level of invading individuals' privacy. The study is expected to contribute to both the field of cinema and the ongoing debates on the notion of surveillance.

Keywords: Surveillance; Power; Semiology; Privacy; Cinema.





THE ROLE OF ENVIRONMENTAL UNCERTAINTY ON THE RELATIONSHIP BETWEEN BRAND EXPERIENCE AND ORGANIZATIONAL REPUTATION

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Abstract

Brand experience is the conceptualization of the brands design, identity, packaging and connection that will remind the brands perceptual, cognitive, emotional and behavioural reflections of it. In studies related to brand have mostly been brand behaviour, attitudes and feelings are analyzed. The brand experience arises not only under a general constraint or emotion situation but also in more customised and detailed combination of feelings, perceptions, emotions and behaviours. These combinations point out that, brand consumers evaluate the brands and firms not only with the general sense or general behaviour but also with more complex combinations. Brands organizational reputation arises not only with brand reputation of being a reliable brand; emotional appeal, products and services, vision and leadership, workplace environment is also associated with factors such as social and environmental responsibility and financial performance. Brand experience influences the formation of this multifactorial organizational reputation. The consumer in contact with the brand, perceive the organizational reputation of the brand they consume, according to their experience in an environment with technological and market changes. This research examines the role of technological and market uncertainty which are the dimensions of environmental uncertainty on the relationship between brand experience, having emotional, behavioural and intellectual dimensions, and organizational reputation.

Keywords: Brand Experience; Organizational Reputation; Environmental Uncertainty





**AN ANALYSIS OF TRANSLATION OF ALBANIAN PAST TENSES IN THE
ALBANIAN-ENGLISH TRANSLATION OF “BROKEN APRIL” BY ISMAIL
KADARE**

Arta Toçi

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Abstract

The aim of this study is to analyze and compare different vocabulary items of English and Albanian language in the context of translation. Cultural expressions are not an easy task to transfer into the target language. The different cultural expressions present obstacles in conveying meaning and it depends on closest equivalents of the second language. Even though both these languages belong to the Indo-European family of languages, they obviously have dissimilarity from one another. In Albanian present perfect is used to describe past events, although they happened lately, while in English it is used to describe past events with present consequences. Therefore, there are many cases when in Albanian – English and vice versa literal translations, present perfect and past tense are used in different contexts.

The purpose of this study is to analyze the English translation of present perfect and simple past tense in Ismail Kadare's 'Broken April' and to compare the equivalence of these two tenses in both languages.

Keywords: Translation, Equivalence, Cultural Words, Literal Translation



**DIFFERENT ASPECTS OF ENTREPRENEURSHIP CULTURE, CHALLENGING ATTITUDES, AND THE REPUTATION OF OWNING A BUSINESS DEPENDING ON THE REASONS OF INVOLVING INTO A BUSINESS****Kwangseon Hwang***KISTEP/SOUTH KOREA***Abstract**

This paper examines the different aspects of entrepreneurship culture, challenging attitudes, and the reputation of owning a business depending on two reasons of involving into a business: take advantage of business opportunity or no better choices for work. The Adult Population Survey (APS) data, which is popular statistics of science and innovation, were used. The survey measures the level and nature of “entrepreneurial activity” around the world and is provided by Global Entrepreneurship monitor (GEM). The study will show how two groups (one is a group who are involved in a business to take advantage of a business opportunity; the others are the one who have no better choices for work) have different recognitions on the entrepreneurship culture, challenging attitudes, and the reputation of owning a business from a comparative perspective of USA, UK, Germany, Singapore, Japan, and South Korea. These countries are ranked highly in a Global Innovation Index in 2015. Discussions and implications are followed.

Keywords: Entrepreneurship Culture, Challenging Attitudes, The Reputation Of Owning





A CONTENT ANALYSIS ON THE REPRESENTATION OF AESTHETIC PRODUCTS IN THE MAGAZINES

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Abstract

Advertisements not only give information about a product to the target group, but also they have a mission to carry the messages which are wanted to be diffused to the masses. It is known that the subjects related with “ideal beauty” are shaped by mass media and diffused through advertisements. In this study, it is aimed to analyse the representation of aesthetic products in the magazines. The aesthetic product advertisements which were published in the most widely read magazine in Turkey in 2013, are analysed by using content analysis. The results of the study showed that if a women photograph used in an advertisement as a visual, mostly that woman is young and has an attractive body. For the advertisements which presents an object photograph or an illustration, generally these images related with nature and science. Beside these visuals, the rhetoric words such as “pure nature, iXir, youthness and secret formulas” were used in advertisements in order to support the visuals. As a result of the research it is found that aesthetic product advertisements usually represents the ideas such as looking young, having an ideal body and being attractive.

Keywords: Advertisements, Content Analysis, Aesthetic Products





THE LINGUISTIC ANALYSIS OF TURKISH NOVELS' BLURBS: A GENRE BASED STUDY

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Abstract

The purpose of this paper was to make a linguistic analysis of the specifically chosen Turkish novels' blurbs. This study focused on the blurbs of 10 novels in different genres involving Psychology, Sufism, Tragedy, Biography, History, Literary, Thriller & Adventure, Self-Improvement, Romance and Horror. In terms of communicative purpose and linguistic analysis of rhetorical and lexico-grammatical choices, the methodologies of Selinker (1972,), Lackstrom(1973), Trimble (1974), Swales (1990) and Bhatia (1993) and consequently their connection with the advertising discourse were applied to the corpus consisting of 10 Turkish novels' blurbs. In the first stage, for delimiting the scope of the study, domain-specific corpus was determined. Next, the study was devoted to exploring the rhetorical structure of blurbs from a genre analysis perspective (Swales, 1990; Bathia, 1993) to identify their communicative purpose. Furthermore, linguistics analysis in regard to lexico-grammatical features and the relation between the form of linguistic resources and the functional aspects they textualize in discourse were focused. The results showed that book blurbs formed a specific genre characterized by a certain communicative purpose. In the lights of the findings, it was found that the use of specific linguistic and discursive conventions demonstrated some basic characteristics of advertising discourse.

Keywords:Genre Analysis; Book Blurbs; Lexico-Grammatical Linguistic features; Communicative Purpose; Advertising Discourse



**A GENRE ANALYTIC STUDY ON THE ABSTRACTS OF MASTER'S THESES ACROSS DISCIPLINES****Nurbanu Korkmaz***Hacettepe University, Faculty of Letters, ANKARA/TURKEY***Abstract**

There has been growing number of genre studies on written academic discourse produced by students. However, the Master's theses have not caught so much attention as the research articles. This study aims to investigate the master's theses from two disciplines, namely biology and linguistics in terms of their Abstracts. These Abstracts are analyzed according to Swales' (2007) CARS (Create A Research Space) model. The main focus of the study is to explain whether the move structure defined in CARS model is applied in MA and MSc theses written in Hacettepe University. The result of the data shows that although Abstracts of Linguistics and Biology are studied in common moves these two disciplines vary in a degree to which there is a presence of all moves in the former while the absence of some of the moves in the latter.

Keywords: Genre Analysis; CARS Model; Academic Discourse

**THE EVALUATION OF THE TURKISH REAL ESTATE TAX CONCERNING OF THE TAX EQUITY****Hülya Kabakçı Karadeniz***Pamukkale University, Honaz Vocational Training High School, DENİZLİ/TURKEY***Abstract**

The taxes can be classified income taxes, expenditure taxes and property taxes. While direct taxes that income and property taxes are fairness, indirect taxes which consumption taxes are not justice so that they do not consider of the taxpayers' personal status.

In Turkey, the share of the property taxes in the total tax revenues is low compare to OECD countries. While the biggest share of the property taxes is real estate taxes in the OECD countries, it is motor vehicle taxes in Turkey. The real estate tax has some inequities. These are; the excess of the exemptions and exceptions the tax values of the real estate which do not reflect real value, low tax ratio and flat rate. Besides, the incomes which are gained from property should be considered in order to ensure fair tax structure.

The paper aims to introduce inequities in the Turkish Real Estate Tax. In this study, the share of the real estate tax in the household income and the inequities in the real estate taxes calculated by income groups using TURKSTAT Household Budget Survey Micro Data Set. Besides, the exemptions and the exceptions will be evaluated in terms of the tax fairness.

Keywords: Tax Equity, Property Tax, Real Estate Tax



THE EFFECTS OF FAST-MOVING CONSUMER GOODS RETAILING ON CONSUMER WELFARE, REGISTERED ECONOMY AND REGISTERED EMPLOYMENT

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Abstract

Retailing sector is one of the leading sectors in Turkish economy as in many economies. There is a transition in the sector from the traditional retailing which includes grocery stores, butchers, and etc. to organised retailing which includes big markets, tecno markets, do-it-yourself (DIY) stores, and etc. And fast moving consumer goods retailing takes an important portion in this sector. This transition causes many social and economic results especially on consumer welfare, registered economy, and registered employment. The contributions of organised retailing to consumer welfare are as follows. Organised retailers lower the prices by using economies of scale. They can respond the changing needs of consumers and increase product diversity. And also transition from multiple-stop shopping to one-stop shopping minimise the shopping time of consumers.

Tax exiles and tax losses can be mostly seen in traditional retailers than in organised retailers. In large scale supermarkets adjustment to documents order to control incoming and outgoing goods, and buying and selling invoiced goods is important. However traditional retailers generally which cannot create added value, cannot benefit from economies of scale, face difficulties in competition, and have lower profit margins may buy and sell non-invoiced goods. Also big firms which are renters edit their rent expenditures in true amount, but because of the reasons written above small firms may edit their rent expenditures below than the real amount to pay lower withholding (income tax, rent revenue). And as a result of these reasons traditional retailers may cause tax losses and tax exiles in the aspect of income taxes and value added tax.

On the other hand small retailers that cannot use the benefits of economies of scale have employment with lower wages and without insurance. In these firms workers from family members without charge is common. Owners of these firms generally cannot pay even their own insurance payments. In Turkey in last twenty years the development of fast-moving consumer goods retailers increased the demand of qualified workforce and increased registered employment.

In this study by using the data from TURKSTAT (Turkish Statistics Institute) micro data sets (household labour statistics), Revenue Administration, and SSI (Social Security Institution) the effects of the structural change in the sector on consumer welfare, registered economy, and registered employment is tried to explained.

Keywords: Fast-moving Consumer Goods Retailing; Consumer Welfare, Registered Economy, Registered Employment.



AS AN INDEPENDENT REGULATORY BOARD PUBLIC PROCUREMENT AUTHORITY IN THE REPRODUCTION PROCESS OF CAPITAL AND POWER

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Abstract

Turkey has conducted many reforms to separate politics and economics from each other after the crises of 1999 and 2001. Rapid enactment process which is known as “15 law in 15 days” by the public, created the legal basis of these reforms. As a result of the legal reforms the Independent Regulatory Boards (IRB) was created and existing committees were restructured. In this new era the IRBs fulfilled an important function shaping the process of capital accumulation according to the expectations of capitalist class and especially in eliminating the need for revaluation of foreign capital.

One of the prominent Independent Regulatory Agencies is the Public Procurement Agency (PPA). The PPA has been established to carry out a transparent and impartial function in coordination of financial transactions between power and capital and to limit the government interferences on public procurement. But, as a result of legislative regulations in recent years PPA has turned into direct interferences tool of government and it has gained an important function in the reproduction process of power-capital relations. This transformation of PPA while on the one hand effective in determining re-distribution relationship on the other hand has been formatted income distribution and poverty process.

The purpose of this work is to examine the role of PPA that was created as an independent agency, associating with the concept of income distribution and poverty in the reproduction process of capital and power.

Keywords: Public Procurement Agency, Capital Accumulation, Poverty





DOES THE UNEMPLOYMENT INSURANCE PROVIDE THE ADEQUATE PROTECTION FOR UNEMPLOYED IN TURKEY? THE COMPARATIVE OVERVIEW IN TERMS OF THE COVERAGE, CONDITIONS, CONTRIBUTIONS AND BENEFITS WITH DIFFERENT COUNTRIES

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Abstract

The unemployment insurance is social insurance branch that protects unemployed against to income loss and expense rising. The unemployment insurance that had been debated through fifty years came in to force on the 8th September 1999 by Law No:4447. Nevertheless, the coverage of the unemployment insurance is quite narrow and the benefits are inadequate. Therefore the unemployment insurance does not ensure adequate protection for unemployed.

In this study the unemployment insurance system in Turkey are compared to different EU Countries in terms of the coverage, the conditions, the contributions and the benefits. The unemployment insurance coverage are calculated using TURKSTAT Household Labour Survey and Household Budget Surveys.

Keywords: Unemployment Insurance, Social Protection, Coverage



**THE ETHICS OF ACCOUNTING PROFESSION PERCEIVED BY PROFESSIONAL ACCOUNTANTS: CASE STUDY OF ÇORUM****Yasin Şeker***Hitit University, FEAS, ÇORUM/TURKEY***Habib Akdoğan***Hitit University, FEAS, ÇORUM/TURKEY***Ela Hiçyorulmaz***Hitit University, FEAS, ÇORUM/TURKEY***Abstract**

With the globalization, it is increasingly becoming difficult to obtain reliable information in that firms are coping with rapid technological changes, and keeping hardly pace with competition conditions. Therefore, the concept of professional ethics gains importance today. When looking in terms of professional accountants, there are several ethical rules that must be followed. Ethics rules determined by IFAC are integrity, objectivity, professional competence and diligence, confidentiality, professional conduct and general ethical perceptions. It is necessary to reach reliable information for professional accountants by following such rules.

The aim of this study is to determine the perception of professional ethics of professional accountants located in the province of Çorum. The population of the study consist of 185 professional accountants who are currently active in Çorum. Due to the accessible population, the census method was applied in this study. At the end of the data collection process covering the period between 1st and 31st of May, 2015, 114 professional accountants responded to the questionnaire form, and these forms are taken into the consideration. In the study, ethical perceptions of profession, the size of "integrity, objectivity, professional competence and diligence, confidentiality, professional conduct and general ethical perceptions" which vary among accountants were investigated according to demographic variables. PASW Statistic 18 package program was used to analyse the data. The results of the analysis based upon demographic variables of gender, income level and number of taxpayers showed significant differences at the ethical perception of accounting professionals.

Keywords: Ethics, Ethics of Accounting Profession, Professional Accountants





DISCUSSION ABOUT THE POSITION OF TRAFFIC CRIMES WITHIN THE THEORIES OF CRIME

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Abstract

This study aims to discuss the position of traffic crimes within the theories of crime and to position traffic crimes within the theories of crime. This study is basically about the discussion of traffic crimes and theories of crime and it is also supported with the data of a quantitative field study carried out in Eskisehir between 2013 and 2014. Target population of the study is composed of individuals over 18 years of age, living in the central district of Eskisehir. Research sample is composed of 200 car drivers and 100 pedestrians selected through quota technique. In literature, traffic crimes have not been explained under any theory of crime. This study discusses why the traffic crimes are not positioned in theories of crime and also how they can be explained through integrated theories of crime. Some specific features of traffic crimes make it difficult to discuss them theoretically, and to assess them sociologically. Traffic crimes are required to be explained under several theories of crime as some of them are not intentional, differ in a range between the traffic light violations to reckless homicide, and as they may be or are committed by any segment of the society. In order to make an explanation about the traffic crimes, it is proposed to integrate the theories of crime regarding the actions to be taken by the individuals/society and the state in short, medium and long terms. With the aim of explaining traffic crimes from the point of state, integration is proposed by benefiting from special deterrence, certainty and celerity/swiftness concepts of deterrence theory in the short term, factors protecting the target from offence concept of routine activities theory in the medium term and the concept of secret deviant in the long term. To explain the traffic crimes from the point of individual/society, general deterrents may be utilised in the short term while, neutralisation techniques and social process theories may be benefited in the long term. Findings point that traffic crimes of the participants have not been punished adequately, and that traffic rules are observed more in places where there is a traffic police or city surveillance cameras. Moreover, they also show that participants consider traffic crimes as different from other crimes resulting in deaths, injuries and material loss.

Keywords: Crime and Sociology of Crime, Theories of Crime, Traffic Crimes



**INVESTMENT GROUPS AND FREEDOM OF PRESS IN TURKEY****Burak Sönmezer***Atılım University, Faculty of Management, İSTANBUL/TURKEY***Abstract**

Since French Revolution all modern governments have controlled the press. Every political regime in accordance with its nature and needs, wants to control, shape and direct the press. On the other hand the nature of the political regime determined by the positions and relationships of various social sectors and balance of power in specific historical circumstances. As a result of this the limits of the right of speech is identified.

In this sense, freedom of press ceases to be a problem in itself. Essentially press and press freedom are inseparable from each other. However, when freedom of the press due to the nature of the political regime emerged as the privilege of certain individuals or social groups, freedom comes controversial position at universal level.

Because of the tight market regulations, threat of new entrants, even in the pluralist democratic regimes, entering the press market is very difficult. However, recent years, there have been rapid and major change in the ownership of newspapers in Turkey. For example while there were 7 investment groups that hold the ownership of the total national newspapers in the press market in 2004, the number of investment groups increased to 10 in 2015. Moreover, 2 well-known investment groups left the market at the end of 2014. Total number of the newspaper in the industry has stayed the same during the period however, an increase in the number of investment groups has been observed.

This study discuss the rapid changes of ownership in the press industry regarding press regime and freedom of speech.

Keywords: Press, Ownership, Freedom of speech





THE HISTORICAL ROOT OF EDUCATIONALISM IN TURKEY

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Abstract

This study deals with explaining how the educationalism as a statement has got into social/political life and tracing the history on how it has become a central concept of discursive area gradually. It also aims to disclose how it is possible to explain the emergence of economism as an alternative to aforesaid central concept.

The notion of educationalism which emerged to provide continuance of central state in an environment defined in the deteriorated institutions where the Traditional Ottoman social order was established became the unique response to social problems of Ottoman Administrator Intelligentsia together with Edict of Gülhane being related to the problematique of social progress gradually. Educationalism turned out to be an inverse effect in the same value as traditional discursive central concept and precondition of social development do. After the Edict of Gülhane and during the whole reformist era, all of the administrator Intelligentsia from opponent executives to sultans believed that superiority of modern European states depended upon the existence of a great number of “intellectual and educated” people

This idea maintained itself until the beginning 20th century. An important turning point was formed by organic relationships of Committee of Union and Progress set up with merchants in the most developed regions of Empire and especially in Macedonia. Opponent Intellectuals complained as the outcomes of educationalism in the Society brought out an alternative to the traditional relationship launched between educationalism and development by cultivating an economical perspective. To their opinion, prerequisite of the social development is the nothing but economical developments. Moreover, this economist thought brought the regime problem together with itself. Therefore, the only impediment to social development was said to be the “despotism”.

This new notion which emerged in social/political arena brought a revolutionist transformation forward in a brief span of time. Its outcome -1908 Revolution became the most important cornerstone of Turkish Modernization by establishing a constitutional regime.

Keywords: Educationalism, Economism, Reform, Social progress





FACEBOOK AND THE BEING LIKED MOTIVE

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Abstract

Every individual feels they exist the way they express themselves in social life. The feedback by the other individuals in society during the communication helps the individual to see their position, to learn about themselves and in forming their identity. These interactions are stated as social education and they cause changes in a person's psychological structure; the individual socializes. The reason for an individual to adapt the social norms or typical behaviours of a group is to be loved and accepted by others. The friendship, intimacy, affection and love needs counted in third stage; and achievement, mastery, independence, status, dominance, prestige, self-respect, respect from others counted in the third stage are about socializing in Maslow's Hierarchy of Needs.

When these two stages of needs according to Maslow are considered, the first motive is to feel oneself sufficient and successful, second is being liked and being respected. If the person cannot satisfy their being liked and self-respect needs, they will start feeling an inferiority complex. Especially for the adolescents and the young adults it is a core motive to make connections with others and to be accepted by the group, because they are in the most critical period of socialization and are interested in satisfying the needs of love and belongingness. Similarly, in the early and middle adulthood, the expectations of achievement, building a career, status, respect from others, prestige, social acceptance dominates the needs. In this study, as Facebook is a new dimension for the individual in their socialization process interacted with other individuals, the function of the button "Like" in it is going to be discussed referring to one of the social needs; being liked.

Keywords: Facebook; Social Needs; Being Liked.



**ANALYSIS OF RUSSIA UKRAINE RELATIONS IN CONTEXT OF CRIMEA
PROBLEM****Sait Sönmez***Ondokuz Mayıs University, Faculty of Economics and Adm. Sciences, SAMSUN/TURKEY***Harun Bıçakçı***Ondokuz Mayıs University, Faculty of Economics and Adm. Sciences, SAMSUN/TURKEY***Cuma Yıldırım***Ondokuz Mayıs University, Faculty of Economics and Adm. Sciences, SAMSUN/TURKEY***Abstract**

Ukraniens and Russian are two slavic societies that have common historical past and cultural links, but different nations. In the post Cold War period, Russian Ukrainen reletions progressed in a problematic way. While Ukraine aimed at to consolidate its independence, Russia aimed to keep ex Soviet geography under its controll. Foreign policy differences of these two states caused some crises in bilateral relations of two states. But it should be implemented that Ukraine crisis which deepened with the invasion of Crimea is a complicated problem that have global, regional and local causes and effects. Russian American rivalry, struggle for domination in Eurasia geography, Ukraines unstable political structure and Russia Ukraine relations can be showed as the main causes of the crisis. In this study Ukraine crisis will be analized in context of political structure of Ukraine and Russia Ukraine relations.

Keywords: Invasion of Crimea; Russia Ukraine Relations; Ukraines Foreign Policy; Rivalry in Eurasia.



RELATIONSHIP BETWEEN ANTHROPOMETRIC VARIABLES, RESPIRATORY FUNCTION AND BIO-MOTORIC PROPERTIES IN TURKISH CANOE ATHLETES**Bircan Dokumacı***Anadolu University, Sport Science Faculty, ESKİŞEHİR/TURKEY***Hayriye Çakır Atabek***Anadolu University, Sport Science Faculty, ESKİŞEHİR/TURKEY***Abstract**

The flatwater canoeing competition is held in lake or pond that flow rate is constant. The traction and thrust force are expected to be at high level as well as excellent technique. Also, the 1000-m event demands high levels of both aerobic and anaerobic fitness. Additionally, sportive performance is affected by anthropometric characteristics. Therefore, the aim of this study was to determine the relationship between anthropometric variables, respiratory function, bio-motoric properties and 1000-m canoe performance. Eight male canoe athletes volunteered to participate in this study (mean age: 17.125 ± 1.12 years; height: 171.86 ± 6.95 cm; weight: 61.262 ± 10.7 kg; BMI: 20.623 ± 2.41 kg/m²). The canoe athletes underwent tests of anthropometric variables (height, weight, BMI, sitting height, arm span, sum of 8 skinfold, body fat percentage), respiratory function (FVC, FEV1, FEV1/FVC, PEF, FEF₂₅₋₇₅ and MVV), bio-motoric properties (right and left hand-grip strength, anaerobic power and isokinetic knee strength) and 1000-m canoe performance. Anaerobic power was estimated by using countermovement jump height. Bilateral concentric isokinetic strength of the knee extensors and flexors was evaluated at 60°/s and 240°/s using CSMI-Humac/NormTM-770 dynamometer (Humac Norm Testing and Rehabilitation System, USA). A Spirolab-III ergospirometer (Medical International Research, Italy) was used to measure pulmonary function. The results of the present study demonstrated that there were no significant relationship between anthropometric variables, respiratory function, bio-motoric properties and 1000-m canoe performance ($p > 0.05$). A limited number of investigations focused on Turkish canoe athletes encourage us to design this study. Lack of training experience of participants may affect the results. Moreover, the small sample size is limitation of the present study.

Keywords: Canoe; Isokinetic Strength; Hand-Grip;, Respiratory Function;, Anaerobic Power

**MANUFACTURING INDUSTRY EXPORTS AND ECONOMIC GROWTH
RELATIONSHIP IN THE CASE OF STRUCTURAL BREAK: A CASE
STUDY FOR TURKEY****Hidayet Ünlü***Süleyman Demirel University, ISPARTA/TURKEY***Hakan Bozdağ***Süleyman Demirel University, ISPARTA/TURKEY***Abstract**

Manufacturing industry exports is one of the pillars of economic growth and in this study, aim to investigate the relationship between manufacturing industry exports and economic growth. For this purpose, in Turkey, the relationship between manufacturing industry exports and GDP for the period 2001:Q1-2015:Q3 was examined. As the analyzed period, taking into account the possible effects of the 2008 World Economic Crisis, we used Lee and Strazicich (2004) unit root test which allowing for one structural breaks in series and Gregory and Hansen (1996) one structuralbreak cointegration test. Obtained results from our analysis, there is long-term relationship between manufacturing industry exports economic growth in the presence of one structural break.

According to the causality tests results the manufacturing industry exports support the export led hypothesis in Turkey.

Keywords: Manufacturing Industry Exports, Economic Growth, Lee-Strazicich Unit Root Test, Gregory-Hansen Cointegration Test, Structural Break



FISCAL RULE APPLICATIONS IN TURKEY**Düriye Toprak***Süleyman Demirel University, Faculty of Economics and Adm. Sciences, ISPARTA/TURKEY***Abstract**

The fiscal policies emerged with the Keynesian thought had maintained its efficiency particularly until the 1970s. However, as the fiscal policies could not explain the problem of stagflation experienced in the 1970s, the discussions that instead of the discretionary fiscal policies being applied till the 1930s, rule-bound fiscal policies would be more efficient had started.

Besides searching for a solution particularly to the crises experienced in the 1980s and to the unsustainable public debt dynamics, the fiscal rules that had sprung from the “Constitutional Economy”, turned into a crucial option for many countries for restoring the dislocated fiscal discipline, to remove the problem of low market confidence and to boost the plausibility of government policies, and were started to be applied in many countries following especially the 1990s.

Fiscal rules are the macroeconomic restrictions and arrangements applied on fiscal performance indicators such as budget balance, public debts, public expenditures and public revenues (tax ratios). It is observed that besides the properties, the grounds, coverage and application period of fiscal rules differ among countries.

The fiscal rule applications in Turkey mainly show up as the implicit fiscal rule. When some goals are being determined in Turkey for budget items and borrowing, these goals are materialised in government programs, stabilisation policies, budget targets, medium-term fiscal plans and programs.

In the study, by clarifying the concept of fiscal rule, the fiscal rule applications in Turkey and the incidence of these applications on Turkish economy are assessed.

Keywords: Fiscal Rule; Fiscal Discipline; the Law no. 5018; Stand-by Arrangements; Non-Interest Surplus.

**BOUNDARIES OF FREEDOM IN THE DIGITAL AGE A RESEARCH ON
MEASUREMENT OF THE AWARENESS OF YOUTH ON MOBILE COM-
MUNICATION SECURITY ISSUES****Hakan Küçükşaraç***Kocaeli University, Institute of Social Sciences, KOCAELİ/TURKEY***Abstract**

Mobile communication devices became an inseparable part of our daily life. Intensely observing this situation among the young population makes it essential to carry out further academic studies on mobile life. Children and particularly adolescents are grown up in an intensive interaction environment. Considering this intensive interaction environment is in rapid orientation from physical and social environment towards digital environment, the development of mobile communication device usage habits is of great significance in order to build a healthy digital society.

The study focuses on the mobile communication devices that are called "Smart Phones" which contain integrated technologies. These devices which provide tools and alternatives for all kinds of entertainment, information and socializing needs of the youth contain potential hazards as well as the benefits they provide. The technical aspects of the situation must not be forgotten in digital society debates where the concepts of media literacy and digital citizenship come to the forefront. Another issue as important as how the digital content consumers perceive and convert the information and content is the issue of how they are conscious on individual privacy and security issues through these stages of interaction.

In this study, the aim was to measure the awareness of youth on mobile communication security issues. With the aim of determining the behaviours of young people at the stages of choosing, downloading, using and sharing of mobile applications over certain mobile application, a focus group study was carried out with a group of 10 students from Kocaeli University Faculty of Communication. The user behaviour and experiences were measured at the defined stages and the developed reactions against the security threats at these stages and the level of awareness were measured. The study forms the basis by providing data related to the topic for the research to be carried out in the future and makes important contributions to the preparation of the ground for new discussions by bringing the relatively less discussed aspects of the digital community issues to the forefront.

Keywords: Communication Devices, Digital Security, Digital Privacy, Mobile Application Usage, Use of Technology by Youth





FLEXIBLE EMPLOYMENT POLICIES IN HEALTH SECTOR: A CASE STUDY ON SUBCONTRACTOR HEALTH WORKERS

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Abstract

The study is mainly related to the work and labor processes which are topics of the sociology of work. The social, political and economic changes after Industrial Revolution has changed the meaning of the terms work and labor dramatically. The workplaces (especially factories and workshops) in this period begun to be managed by scientific principles. This rationalization and bureaucratization processes in workplaces has led to radical changes in employment policies. Especially nowadays where the welfare and lifetime employment policies of Fordist era were abandoned the temporary, contract-based employment policies has become more visible in the workspaces. The flexible employment policies as a result of the rationalization process in workplaces has led to some positive and negative conditions for employee. The professional group employees referred to as office employees by Atkinson & Harvey have faced mainly positive aspects (such as flexible working hours, work at home, higher wages) of flexibility practices. On the other side the group called as environmental employees have faced mostly negative aspects (long working hours, lower wages and job insecurity) of flexibility practices.

This study is to understand, to find out and to bring up the social status, sociocultural and economic status and problems of environmental employees in Elazığ Education Research Hospital according to flexible employment policies. This study is focused on 100 informants who are chosen randomly from 486 staff. The following results have been reached under the general lights of the data obtained through this study. Staff in this research are young and at medium age, most of them are married, graduated from high school and in lower status economically. The staff can't earn much, their vocational satisfaction and integration is insufficient. They are pessimistic on the improvements of their working conditions and the general situation of their country. With the probability of losing their jobs they are in distance to participating to the union movements. Moreover they are spending their leisure time mostly with their families.

Especially with the model that called Public-Private Partnership (PPP) a time period will emerge where the public health institutions and services are privatized and commercialized. Based on these facts, it could be estimated that in a foreseeable future, a greater number of healthcare workers will be confronted with the threat of precarious employment and low wages.

Keywords: Subcontractor; Flexible Employment; Environmental Employees; Vocational Satisfaction



**AN EXPLORATORY STUDY ON ENTREPRENEURIAL UNIVERSITIES IN
ANKARA AND THEIR USE OF WEBSITES****Anıl Z. Göker***Atılım University, Faculty of Management, İSTANBUL/TURKEY***Uğur Kaplan***Atılım University, Faculty of Management, İSTANBUL/TURKEY***Abstract**

In today's world order where a global competition is present in every area, a way for universities to maintain a sustainable competitive advantage is to develop new university models. One of the concepts gaining attention as a new university model is Entrepreneurial University. Within the context of Entrepreneurial University, universities develop and change their curricula, structures and processes in an innovative way that would meet the requirements of the students and the business world. This paper attempts to determine to what extent the universities are presenting these developments and transformation activities through their websites. In order to accomplish this, websites of 8 universities based in Ankara and listed in TÜBİTAK's Entrepreneurial and Innovative University Index are examined. Employing a content analysis conducted over pre-determined areas, we examine in a comparative approach how and to what extent universities present the activities that they carried out in order to become an entrepreneurial university on their websites.

Keywords: New University Model; Entrepreneurial University; Websites.



**CO2 EMISSIONS, RENEWABLE ENERGY CONSUMPTION AND ECONOMIC GROWTH: EVIDENCE FROM A PANEL OF G-7 COUNTRIES AND TURKEY****Mehmet Mert***Akdeniz University, ANTALYA/TÜRKİYE***Hakan Bozdağ***Süleyman Demirel University, ISPARTA/TURKEY***Abstract**

This study examines the relationship between emissions, renewable energy consumption and economic growth for a panel of G-7 countries and Turkey over the period 1985–2011 within a multivariate framework. For this purpose, a panel cointegration and error correction model is employed to infer the causal relationship. The heterogeneous panel cointegration test reveals a long-run equilibrium relationship between real CO2 emissions, GDP, renewable energy consumption, real gross fixed capital formation, and the labor force. The Granger-causality results indicate bidirectional causality between renewable energy consumption and economic growth in both the short- and long-run.

Keywords: Renewable Energy Consumption, Economic Growth, Panel Unit Root and Cointegration Tests, Granger-Causality.



**FINANCING VOCATIONAL EDUCATION****Mehmet Durnah***Hacettepe University, Institute of Educational Science, ANKARA/TURKEY***Abstract**

In this article; first of all, general state of vocational education system structured lastly and school types of vocational and technical education is explained, basic components in vocational and technical education of Turkey between 2005 and 2015 is analyzed and discussed. After that, vocational and technical education financing sources; mainly vocational training financing sources mentioned in the secondary education financial resources and the official development and dissemination of vocational education fund are described in details. In the last part, the vocational and technical education financing and resource utilization-promoting proposals are presented.

Keywords: Vocational Training; School Types of Vocational and Technical Education; Vocational and Technical Education Finance; Financing Vocational Education.





AS ONE OF INTELLIGENCE CHANNEL OF OTTOMAN EMPIRE FROM EUROPE: THE VOEVODES OF WALLACHIA AND MOLDAVIA

Cezmi Karasu

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Abstract

Most reliable intelligence sources in terms of their security strategy states are diplomatic mechanisms. Ottoman Empire; however, began to build regular security mechanisms the last of XVIII'th century. The first permanent embassy called "the residence embassy" founded by Selim III and began to see the external intelligence function with some deficiencies and shortcomings.

Until the establishment of the diplomatic mechanism; external intelligence was being obtained from various other sources. Divan-i Humayun Interpreters, a one-time extraordinary ambassadors appointed, Voevodes of Wallachia and Moldavia were mainly from these sources.

Voevodes of Wallachia and Moldavia with neighboring Western countries, receive through their people at the capital cities of western states used to send news to the Sublime Porte in long reports. Those intelligence reports -called "News Paper"- on the benefits of development as well as policies.

Our study with face amounts expressed in Prime Ministry Ottoman Archives in Istanbul (BOA) tackles these documents. Thus, much unknown but vital function for the state of Voevodes of Wallachia and Moldavia will be put in.

Keywords: Walachia, Moldavia, Romania, Voevodes, Ottoman Diplomacy





DIFFERENCES OF WORK-RELATED BASIC NEED SATISFACTION MAT- TERS IN THE ACCOMMODATION COMPANIES WHICH HAVED EDUCA- TION DEPARTMENT

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Mustafa Yeşil

KIRKLARELİ/TURKEY

Abstract

Accommodation companies focused their workers for sustainable growth and competitive advantage lately. Companies that established training department for workers personal improvement increasing lately. Training departments not only deal with workers' personal improvement but also their commitment and satisfaction from the job. Need Satisfaction concept is created by Van den Broeck, Vansteenkiste, & De Witte, (2008) who defined these concepts there factors: Autonomy Satisfaction, Competence Satisfaction, and Relatedness Satisfaction We aimed accommodation companies which have education department or not that how differences workers response to need satisfaction. We surveyed almost 100 sample size with Work-related Basic Need Satisfaction scale (W-BNS) (Van den Broeck, Vansteenkiste, DeWitte, Soenens, & Lens, 2010) in the two accommodation companies which have education department or not.

Keywords: Accommodation Companies, Satisfaction, Work-related Basic Need Satisfaction



INVESTIGATION OF SECONDARY SCHOOL STUDENTS' PHYSICAL EDUCATION SPORTSMANSHIP BEHAVIOURS (KARABÜK SAMPLE)**N. Bahadır Kayışođlu***Karabük University, HD Physical Education and Sports High School, KARABÜK/ TURKEY***Mustafa Altinkök***Akdeniz University, Physical Education and Sports High School, ANTALYA/TURKEY***Cenk Temel***Akdeniz University, Physical Education and Sports High School, ANTALYA/TURKEY***Yılmaz Yüksel***Karabük University, HD Physical Education and Sports High School, KARABÜK/ TURKEY***Abstract**

The purpose of this study is to examine Physical Education Sportsmanship Behaviours' of secondary school students in the province of Karabük and the variables like sex, grade, licensed athletes, family income has affect on Physical Education Sportsmanship Behaviours. The study group of the research, consisting of 295 students, was chosen randomly from the 6th, 7th, 8th grade students. The data collected via personal information form and "Sportsmanship Behavior Scale in Physical Education Course" developed by Koç (2013). Cronbach's alpha of the scale was .82. SPSS is used as statistic software package to analyze data. Descriptions, frequency and Non-parametric Kruskal Wallis and Mann-Whitney U test were used in the analyze of data. In conclusion there is no statistical meaningful difference between secondary school student's Physical Education Sportsmanship Behaviours' levels according to sex, grade, family income and licensed athletes ($p > 0.05$). The total score of student's Physical Education Sportsmanship Behaviours was 87.28 (max. 110) determined to be at high levels. As this result seems positive, investigation of sportsmanship behaviour of various demographic variables and older groups is expected to contribute to the literature.

Keywords: Secondary School Students, Physical Education Course, Sportsmanship Behaviour



HISTORY OF SECURITIZATION OF CYBERSPACE

Uğur Ermiş

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Abstract

Cyberspace represents fifth domain after land, sea, air and space in last twenty year which nation states challenge for sovereignty with other actors. Political and other groups can organize, communicate or show reactions in locale to global scale because of nature of cyberspace which has not physical borders. Also these groups make variety of cyber-attacks to individuals to states. In this situation, decision makers perceive cyber space as an internal and external threat.

Cyberspace securitizes by nation states and becomes a part of nation-states military strategy. This type of securitization affects international relations beyond any doubt. Cyberspace has become more important area for improving defensive and offensive capability since the cyber-attack to NATO servers in 1999. It has been proven with cyber-attacks in Estonia in 2007, cyber-attacks in Georgia during Georgia-Russian Federation War in 2008 and STUXNET cyber-attacks in Natanz (Iran) nuclear facility in 2009/2010.

There is connection between history of cyber-attacks and history of securitization of cyber space by nation states. This connection shows the causes of securitization of cyberspace. Power struggle between nation states and other actors (political groups, et. al.) is important for understanding future of cyberspace.

Keywords: Cyberspace; Security; Securitization; Cyber Attacks; Sovereignty; Nation State



**INVESTIGATION EFFECT OF MODERATOR ROLE OF USING SOCIAL MEDIA BETWEEN RECOGNITION SKILLS OF EMOTIONAL FACIAL EXPRESSIONS AND SOCIAL ANXIETY IN RELATIONSHIP****Ece Naz Ermiş***İstanbul Kültür University İSTANBUL/TURKEY***Seda Kantarcı***İstanbul Kültür University İSTANBUL/TURKEY***Abstract**

The aim of this study is to determine the moderator effect of using social media between the relationship of recognition skills of emotional facial expressions and social anxiety. The study was carried out on 158 university students who were selected randomly (in the range of 18-24 ages; female 134, male 24). Liebowitz Social Anxiety Scale (LSAS), Facial Emotion Identification and Discrimination tests (FID, FDSC) and demographical information form were used for data collection. In addition, participants were asked how many hours per day they use social communication and social media networks. T-test, test of One Way Anova and analysis of multi-regression were used in analysis of data. The findings reveal that there wasn't statistically significant relationship between Recognition skills of emotional facial expressions and social anxiety of University Students. And there wasn't a meaningful effect of Using Social Media as a moderator between Recognition skills of emotional facial expressions and social anxiety of university students. The results were discussed according to the limitations of the study and the suggestions were provided for future studies.

Keywords: Keywords: Emotional Facial Expressions; Social Media; Social Anxiety

THE EFFECT OF LONELINESS IN THE WORKPLACE ON PERFORMANCE**Volkan Akçit***Pamukkale University, Honaz Vocational High School, DENİZLİ/TURKEY***Esin Barutçu***Pamukkale University, Faculty of Economics and Adm. Sciences, DENİZLİ/TURKEY***Celalettin Serinkan***Pamukkale University, Faculty of Economics and Adm. Sciences, DENİZLİ/TURKEY***Abstract**

Even the need of socialization, old as the history of humanity, has changed in time, still remains its importance. People try to satisfy this need through relationship with others. If they are not able to form healthy relationships and feel lonely, they may face psychological and physical problems. According to Peplau and Perlman (1982) loneliness is described as an emotion that comes out if the relationships are not formed as estimated and are not able to satisfy the expectations of the person. If an individual experiences this emotion at work, it's called loneliness in the workplace. From past to present, performance is a theme that is of great importance to employers and employees. The performance of employees is a determining factor for such as continuity, competitive advantage, product-service quality, generating revenue. Each employer wants his employer to perform well. The relationship between loneliness in the workplace and performance is analyzed in this study. Does loneliness in the workplace affect performance? If yes, in which direction changes performance? This study was conducted among academicians. Data were collected by survey and the collected data were analyzed with SPSS program. According to this analysis, it's concluded that loneliness in the workplace ranges depending on various factors and that it has a negative effect on performance.

Keywords: Loneliness, Workplace, Performance

**MOSCOW: THE CAPITAL OF RUSSIAN LITERATURE****Mehmet Özberk***Artvin Çoruh University, Faculty of Science and Letters. ARTVİN/TURKEY***Abstract**

In Russian history the name of Moscow, for the first time found in the Tver annals 12th century, is along the centuries the most important settlement, civilization, religion, education, culture and arts center of Russian people. In XVIII century by Czarina Elizabeth, Moscow experienced the largest growth and Moscow University was founded in 1755. The following year, with the support of the University management Russia's first national magazine and newspaper begin publishing. During this period, for the development of literature, in Moscow are established literary communities consecutively.

But the real power of literature in Moscow reveals the influence of romanticism and realism in XIX. century. From 1817 Pushkin begins to give first works. Pushkin's literary works successively mark the Russian literature and history. Literary newspapers and magazines see the light. Lermontov and Gogol the most important names of that period. After the death of Pushkin's in 1837, in a large accelerating Russian literature, new writers as Goncharov, Dostoyevsky, Turgenyev, Saltikov-Shedrin continue this tradition. All of these writers' in their works common point is Moscow. In this paper, we focused on the role of Moscow in XIX century Russian literary history and Moscow's signs in these literary works, in terms of history and literature context.

Keywords: Moscow, XIX. century Russian Literature, Russian Romantism, Russian Realism, Pushkin





THE ROLE OF AGRICULTURAL SECTOR IN THE PROCESS OF INDUSTRIALIZATION IN TURKEY

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Abstract

Agricultural sector has been an important source of financing investment in the initial stage of industrialization. Especially in backward countries agricultural sector provides the accumulation of capital required for industrial investment. Hence at the beginning of the industrialization agricultural sector plays a promotive role in these countries. On the other hand, the low relative income and low voluntary savings in agricultural sector prevents spontaneous accumulation of capital in these countries. Therefore forced savings play an important role in backward countries. Also the terms of trade between agricultural and industrial goods is one of the important tools of funds transfer. Accordingly, the aim of this study is to examine the role of the agricultural sector in the industrialization process of Turkey between the years 1925-1938.

Keywords: Industrialization; Terms of Trade; Forced Savings; Capital Accumulation; Turkey



**MULTIPLE INTELLIGENCES AREAS EVALUATION SURVEY DEVELOPING STUDY****Celal Gülşen***Fatih University, Faculty of Education, İSTANBUL/TURKEY***Abstract**

In this study, it is aimed to develop a measuring device, which evaluates and determines the areas of Multiple Intelligences. With this aim, after the literature search is done expert opinions have been taken and the scale has been put into the final form. The content validity of the form which is created with the help of expert opinions is done so the content validity of the items and areas are determined. The items, which have lower than 80 percent validity rate are eliminated from the study.

The population of the study includes primary, secondary, and high school principals, head assistants principals and assistant principals who serve in the schools within Nevşehir Provincial Directorate for National education during 2012-2013 academic year. Since the population is included as a whole extra sample is not taken. The trial form with 80 items which aims to determine the areas of Multiple Intelligences is applied to the managers (principals, head assistant principals and assistant principals) and the obtained data has been analyzed.

When we checked all tables and items in the Multiple Intelligences Evaluation Survey in an holistic view, we can definitely reach the conclusion that it is highly reliable with its Cronbach's Alpha valuation which has found 0,965 for each item. As a result of the evaluations, it is observed that the all items showed positive effect. Just the first item from the Naturalistic Intelligence area which is 'Since I'm so curious about animals, I observe their behaviour closely and collect some data about their lives' has shown a little bit negative effect but since it has shown positive effect on the analysis for the whole survey, it has not been eliminated. If we have a look at the results from Tukey's additivity test, since the significancy level of the survey is $p < 0,05$ it can be said that the evaluation survey has additivity feature within. Moreover, the test results which is done for the items of 'Multiple Intelligences Evaluation Survey, Hotelling's T-Square value (5793,435) is also found high. It is understood that the developed measuring device to evaluate and determine 'the multiple intelligences areas' is useable and applicable.

Keywords: Multiple Intelligences, Leadership Styles, Education, Headmaster, Educational Administration.



THE ROLE OF ENTREPRENEURIAL MOTIVATIONS ON ENTREPRENEURSHIP INTENT OF YOUNGS**Mutlu Uygun***Aksaray University, Faculty of Economics and Adm. Sciences, AKSARAY/TURKEY***Sinan Mete***Aksaray University, Faculty of Economics and Adm. Sciences, AKSARAY/TURKEY***Ebru Güner***Aksaray University, Faculty of Economics and Adm. Sciences, AKSARAY/TURKEY***Abstract**

It is observed that researchers and policymakers have tried consistently to understand why some people are choosing being an entrepreneur or their own businesses, others not choosing that. However, because of holistic perspective insufficiency, it is not achieved the expected results from this effort. While the researchers have tried to explain entrepreneurial intent or behavior by different variables, they have focused especially entrepreneur traits, individual and background characters, but it is understood that the role of the human being is relatively subjective were ignored and not conducted enough researchs associated with the effect on entrepreneurship process of individual motivation, specially in Turkey. Because the entrepreneurship is a multidimensional psycho-social phenomenon, the role of the human factor in studies related to the entrepreneurial process must be taken into account. The theorists explaining entrepreneurial behaviors through particularly psychological motives have asserted that entrepreneurship is effected seriously the needs such as personel recognition, social acceptance, success and independence and then the directed individuals to a beeing entrepreneur of this motivations. Therefore, it can not be ignored the psychological approaches to understand entrepreneurial intent and entrepreneurship process. In literature, it is suggested gradually depending on willingness to become entrepreneur of individuals of the achievement to entrepreneurship. Entrepreneurship process starts up people exhibited intent or behavior to pursue opportunities. Because individuals are different from each other, their willingness about intents or behaviors to this opportunities is differentiated. In this contextual, subjective motivation may be an important effect on entrepreneurship decisions. Thus, in this study is aimed to examine the relationships between motivations for entrepreneurship and entrepreneurial intents of youngs with the potential to become entrepreneur in the future. In this quantitative research used field study design, a questionnaire was developed by using various scales which were used in studies showing similarity to the present research and were tested in terms reliability and validity. Data were collected from 1340 participants Aksaray University students studying in different faculties and departments. The obtained findings from the data analyzed through SPSS indicated that there were strong, positive relationships between between motivations for entrepreneurship and entrepreneurial intents of youngs.

Keywords: Entrepreneurship; Entrepreneurial Intent; Entrepreneurial Motivation; Young Entrepreneur Candidates.

**MENTAL REPRESENTATION AND ITS PHILOSOPHICAL BACKGROUND****Elif Başbüyük***Başkent University, School of Foreign Languages, ANKARA/TURKEY***Abstract**

In this study, it is aimed to make an overall assessment of mental representation from a philosophical point of view which is one of the leading area of study in Cognitive Science as well as Cognitive Linguistics. Opposing philosophical views regarding cognitive representations and mental models are presented and a general framework is set. Representationalists and eliminativists offer contradictory arguments. The latter group take the physical aspects, i.e., brain itself, into account while the former focus on mind to study representation of the world and divides mainly into two group, symbolic vs. distributed representationalists. The result of the discussion indicates that representationalists offer more efficient answers, moreover symbolic (classical) representationalists put forward a more fruitful approach to mental representation especially in terms of computationalism.

Keywords: Mental Representation; Representationalists; Eliminativists; Connectionists.



ANALYZING THE CONTENT OF DOCTORAL DISSERTATIONS THAT CARRIED OUT IN THE FIELD OF HUMAN RESOURCE MANAGEMENT IN TURKEY

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Abstract

The main objective of the study is to analyze the content of the Doctoral dissertations carried out in the area of human resource management in Turkey, between the years 2000-2015. The analysis of the dissertations will help to obtain information about the depth and extent of human resource management issues as well as the general appearance of the examined area. If the literature will be reviewed, it will be seen that there are many publications published in various academic journals that analyzed the dissertations by using specific criteria.

With the study, the answers to the following questions are planned to find out:

- a) What are the main subjects researched in the dissertations that carried out in the area of human resources management?
- b) Which human resource management functions are more focused in the doctoral thesis held in the field of human resources management?
- c) What are the main results obtained in the doctoral thesis held in the field of human resources management?

In this study, the doctoral dissertations that registered to the database of YOK (Turkish Higher Education Council) will be examined. Analysis of the doctoral dissertations will be carried out by the researchers, by using specific criteria and keywords with in this database.

The content analysis method, which is planned to be used in the study, is the process of summarizing the messages and the information contained. The main objective of the method can also be expressed as explaining the concepts and the relations. Content analysis, a method which is broadly used in social sciences, defined as a systematic, replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding. It enables researchers to identify the data and to reveal the truth of the data. Content analysis method contains several steps like, processing of qualitative research data that obtained from documents, coding data, finding out the theme, organizing the codes and themes, identification and interpretation of the findings.

In this study, the researchers will create primarily “dissertations examination form”, and accessed dissertations will be examined in depth by this form. Then, the steps of content analysis method, that mentioned above will be followed.

Keywords: Human Resource Management, Doctoral Dissertations, Content Analysis



A LINGUISTIC STUDY ON CONCEPTUALIZATION: IS CIGARETTE YOUR “ONLY LUXURY” OR “ANGEL OF DEATH”?

Demet Gül

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Abstract

The study aims at detecting the frequency of the words when cigarette addicts and non-cigarette addicts are asked to compose a paragraph on how they define cigarette. In the study, equal numbers of male and female participants are asked to compose a paragraph defining what cigarette means to them in their own words. The paragraphs composed by the participants to the study were not evaluated in terms of the academic text properties, such as unity, coherence or cohesion. Thus, the study excludes any question about these criteria.

The study follows both quantitative and qualitative analysis. In the quantitative analysis, the texts composed by the participants are uploaded as a database on the Nooj (2015) software, which is used to analyze large linguistic databases in quantitative terms such as frequency, co-occurrence number of different units, etc. We used this corpus software to detect the frequency of the content words used in the texts composed by the smoking participants and the ones composed by non-smokers. Afterwards, the content words are grouped according to their part of speech: nouns, verbs, adjectives and adverbs. The items belonging to each part of speech are re-grouped in terms of their conceptual relations. The conceptual properties of these words are questioned for any semantic maps (Heimlich ve Pittelman, 1986; Hintikka, 1994) that may be drawn (these maps are drawn via Smartdraw (2015) software). The semantic maps guide linguists to the semantic fields (Jackendoff, 1990).

Our hypothesis is that smokers and non-smokers conceptualize cigarette a lot different than each other.

We must note that this is a linguistics study rather than a psychology study. That's why we are never concerned about the reasons why smokers and non-smokers conceptualize “cigarette” differently, or how we should make use of it in any psychological research. That is completely another question to be answered. This study may only contribute to studies with such questions.

Keywords: Semantics in Language, Cognitive Semantics Conceptualization, Semantic Maps, Conceptual Structure,





INTERNATIONAL RELATIONS, DIPLOMACY AND GLOBALIZATION IN THE DEVELOPING WORLD

Mohamed Ikzath Kalanthar

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Abstract

Nations, people, and cultures have gradually adapt to the ever changing international community, thus diplomats, politicians, and representatives must interact and deal accordingly to cater to the ever changing needs and wants of their people. Diplomacy can be exerted in many forms; through peace talks, written constitutions, field experiences, joint ventures and so forth. Although culture is a familiar term and remains unchanged by definition, diplomacy and international relations have constantly altered this concept both positively and negatively. Globalization has increased worldwide technology along with the readability of fast, effective communication and consumption of popular products. Globalization links cultures and international relations on a variety of levels; economics, politically, socially, etc. International relations have used globalization to reach its goal: of understanding cultures. International relations focus on how countries, people and organizations interact and globalization is making a profound effect on International relations. Understanding culture, globalization, and international relations is critical for the future of not only governments, people, and businesses, but for the survival of the human race. In today's increasingly interdependent and turbulent world, many of the leading issues in the news concern international affairs. Whether it is the continuing impact of globalization, Globalization – the process of continuing integration of the countries in the world – is strongly underway in all parts of the globe. It is a complex interconnection between capitalism and democracy, which involves positive and negative features that both empowers and dis-empowers individuals and groups. From the other hand Globalization is a popular term used by governments, business, academic and a range of diverse non-governmental organizations. It also, however, signifies a new paradigm within world politics and economic relations. All three concepts mentioned in the topic are correlated and are of high significance especially to developing nations such as my motherland Sri Lanka. The way such a nation managing its international relations in terms of skills and diplomacy, can be likely candidates to derive many fruitful dividends.

Keywords: International Relations, Diplomacy and Globalization, Developing World



THE IMPACT OF THE USE OF STYLISTIC APPLICATION UNDER THE GUIDANCE TEACHER AND DEMO ACHIEVEMENT IN BASIC SKILLS FOR SOME VOLLEYBALL SKILLS AND KEEP THEM**Hussein Sadie Ibrahim***College of Physical Education University of Salahaddin, ERBIL/IRAQ***Ahmed Mohammed Ali***College of Physical Education University of Salahaddin, ERBIL/IRAQ***Abstract**

Researchers confirm in the field of physical education, especially in the teaching methods to be a teacher more than one way or style in the art of teaching, as it uses a teacher's way and style suitable for motor activity to be taught depending on the level of students and the surrounding circumstances and objectives of teaching, including that good teaching is the scientific teaching which takes into considered all the human, social, artistic, educational factors that make him a successful educational process, and through follow-up researchers to teach volleyball skills in colleges and departments of Physical Education noted that the participation of the student are almost limited in the decisions during the learning process and say to increase the number of iterations and diversity, and this is a difficulty among students in perfecting the process of learning the basic volleyball skills, so he started the attention of researchers to this problem is to facilitate the learning of students in the educational process as well as try researchers to detect the effect of the use of stylistic application under the guidance teacher and demo in achievement skills to some basic skills in Volleyball and keep them and see which is the best in the process of learning and retention and the extent of his investment of time and effort in the field of learning skills.

Find the following aims: -

- Disclosure of the impact of the application to use my technique under the guidance teacher and demo skills in achievement of some of the basic volleyball skills.
- detect the differences between the post tests between the two groups of users stylistic application under the guidance teacher and demo skills in achievement of some of the basic volleyball skills.
- Detection of preference between the two groups to keep learning skills in the collection of some basic volleyball skills.

The researchers used experimental method for suitability with the nature of the research problem, and has done research on a sample of the second school year students in the Faculty of Physical Education / University of Salahuddin totaling 36 students and divided into two groups (18) students per group, and applied to the group the first application style under the guidance teacher and applied to the second set style demo, it has been the harmonization and equivalence between the two groups in the variables (height, age, weight) and some fitness elements affecting learn some basic skills in Volleyball, as were identified basic volleyball skills tests by display a group of experts in the field of volleyball and tests, measurement and teaching methods, and after giving two lectures Tarevican been a tribal tests on some of the basic plane of the ball foals, have been implemented curriculum for two (10) weeks and the rate of two units per week and each and that the group module one time (90) minutes, and after the completion of the application of the



curriculum has been holding the post tests, and after 14 days the test was conducted to maintain, and sell statistical analysis of the results means researchers to achieve the following: - Conclusions

1. That the curriculum has had a clear impact on the first group used (the style of the application under the guidance teacher) and he fits with the students' levels and abilities and the possibility of the Faculty of Physical Education.

2. Results showed superiority of the experimental group used (application method under the guidance teacher) to the group that used the (demo) method.

Keywords: Stylistic Application, Demo Achievement, Basic Skills, Volleyball Skills





EFFECTING THE ACTION AND REACTION ON SOME KINEMATICS VARIABLES FOR FALLING AND ROLLING BALLS WHICH HAVE DIFFERENT SIZES WHEN THE CIRCUMFERENCES IS FIXED

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Saad Allah Abbas Rashid

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Mumtaz Ahmed Ameen

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Abstract

When we apply a force of (500 Newton) by our arms on a wall, so this wall will react with us by a force of (500 Newton) in the opposite direction, if we apply this law on balls of multi shapes by making them free fall from different heights, will these balls rebound to the same height that it fell from, will the balls rebound will comply to the reaction law? will the height of rebound will be the same that it fell from? if we rolled the balls a free roll with constant angle will it rebound in the opposite angle the value of height of rebound of each ball (basket ball, handball, football) when it freefalls from a height of (1 , 1.5 and 2 m) The amount of rebound angle when impacts with the ground in a certain angle after free rolling the balls (basket ball, handball, football) the researcher concluded All balls lost a vertical distance in rebound when compared to the releasing point ,When the balls were rolled from a 24° incline , they all rebound at a lesser angle . All balls lost a vertical distance in rebound when compared to the releasing point.

Keywords: Action and Reaction, Kinematics Variables, Rolling Balls, the Circumferences





**MOVEMENT ANALYSIS BY USING A MODERN TECHNIQUES FOR
KNOWING THE OBJECTIVE TEST IN SOME MOVEMENTS SCALES IN A
GYMNASTICS EVENTS THE RESEARCHERS**

Luay Alsumaiday

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Abi Ramiz Albakri

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Abstract

The study attempts to use programming based on MATLAB to determine the best kinetic performance for the same player after three attempts by feeding the program with minimum information as well as to expound some of the biomechanical variables in performing the forward hands flip with double and single landing and the Arabic flip and compare the agreement between the opinion of experts in the field of gymnastics with effectiveness of the program results in biomechanic terms. The problem of study as expressed by the research is that experts or specialists for example may not always be available to judge the accuracy of performance at the time of a study or experiment therefore requires a delay in the research test. The study sample is one player chosen deliberately and he is the Iraqi champion in gymnastics for the professional category. The research used the descriptive approach that is appropriate with the nature of the study. The study concluded that the best performance for the study sample in the forward hands flip to double landing the was in the first attempt, and the best performance for the study sample in the forward hands flip to single landing was the second attempt while for the Arabic flip it was is the third attempt. The best performance trails as judged by the experts matched the best performance trails selected by the program according to biomechanic analysis terms .Thus, the research recommended adopting the outcome results fro biomechanic variables for the best performance that is chosen by the program.

Keywords: Movement Analysis, Test, Movements Scales, Gymnastics



**ENVIRONMENT, ENVIRONMENTAL REFUGEES AND SOCIAL WORK****Melahat Demirbilek***Ankara University, Faculty of Health Sciences, ANKARA/TURKEY***Abstract**

Social work evaluates an individual within her/his environment. As the individual is affected by the social environment, she/he is also affected by the physical environment. Thus, social work also deals with physical problems caused by the physical environment of an individual. Climate and ecological factors (features) are important determinants on human behavior and adaptation, for human and climate affect each other. There is a relation between environment and other social, political and economic factors (especially of poverty and security). In order to express the social work that treats the effects of the various environmental factors on human behavior with a holistic approach, the term “green social work” is used. Among these environmental factors; climate change due to global warming, increasing sea levels, floods, drought, desertification and deforestation can be seen. People are deprived from viable secure environment due to environmental degradation and climate change, and as a consequence are forced to displace towards viable countries. Those who migrate by necessary towards other countries are named as environmental refugees or climate refugees. Environmental degradation and consumption of resources are playing a key role especially on population movements that is related to poverty, scarce nutrition and social inequality. In the near future, the environmental refugees will no longer be a problem that is faced by certain countries, but a problem that the world is trying to find a solution. For it is anticipated that in 2050, the number of the environmental refugees will be more than 150-200 million. According to the 1951 Geneva Convention, where those people who are outside their home-state due to race, religion, nationality, political opinion, or membership of a particular social group are named as refugee; environmental refugees are outside the scope of this definition. The United Nations High Commissioner for Refugee (UNHCR) recognizes legal protection for the traditional refugees, but does not recognize the environmental refugees as a group to be legally protected. This state has to be evaluated from the human rights perspective as well. Social work with a preventative and holistic approach to the environment and environmental refugee problem, has to act in local, national and international levels to decrease the negative effects of environmental factors on people (e.g. decrease in the usage of carbon gas), consciousness-raising, mobilizing people and advocating in macro level towards protecting the rights of environmental refugees. Meantime it has to conduct in micro-mezzo level psycho-social support services to those people who are affected by environmental factors and to environmental refugees.

Keywords: Environment, Green Social Work, Environmental Refugees.



**A GLANCE AT CRISIS FROM SOCIAL MEDIA: A RESEARCH ON AUTOMOTIVE SECTOR ABOUT USE OF SOCIAL MEDIA IN CRISIS****Zuhal Akbayır***Marmara University, İSTANBUL/TURKEY***Yeliz Kuşay***Marmara University, İSTANBUL/TURKEY***Abstract**

Crisis is a chaotic state that damages the operational processes of corporations and there is a limited time to solve it. Because they occur on unexpected times, while the solution mechanisms of the crisis go insufficient, the panic and worries disrupt the communication of the corporation with the target audience. So that, overcoming the crisis depends on the success of the crisis management processes and strong communication/public relations strategies. The increasing power of social media in daily life as a news source, strengthen the position of these mediums in crisis communication strategies. When it is used rightly, social media has a potential to decrease the negative effects of crisis despite its feature letting the rumours travel easy. In other words, it is a need to apply to social media for fulfilling the needs of society for news and for decreasing the bad effects of rumours or gossips in crisis.

In this study, the social media strategies of foremost automotive producers in the world during the emission crisis- September 2015, is examined. The official facebook and twitter profiles of Turkish automotive companies which are effected by emission crisis are analyzed using content analysis method. The strategies of these companies on responding the crisis on social media is argued according to the criteria which are suggested by usage of social media for crisis communication. It is found out in this study that companies do not sufficiently follow the criteria about strategies of responding the crises in social media.

Keywords: Social Media, Crisis, Crisis Communication

**TAX TREATMENTS IN THE MIDDLE EAST CIVILIZATIONS****Mohamad Sami Abdula***Avrasya University, Faculty of Economics and Adm. Science, TURKEY***Osman Sirkeci***Giresun University, GİRESUN/TURKEY***Abstract**

The word 'Tax' as current meaning is used for meeting operation costs of State mechanism that is responsible for this as well as other taxational incomes. At the same time, tax is used as an effective source of income to achieve social justice with its distribution function as well as a source of income of State as being the necessity of social contract. It is known that taxation has emerged with in-kind contributions in the shape of donation and gift on a volunteer basis -an inevitable necessity of living together- to meet the needs of common life and administration necessities. In today's context taxational public payments have revived with the establishment of first States around 4000 BC as a result of period of change throughout the history. Taxes collected from rich and farmers were used for building or maintenance of temples at that time. During Hammurabi period in Mesopotamia that powerful central administration appeared, though taxes penetrated in every field of human life, the payment availability of individuals and the qualification of it that protects the poor population in terms of income distribution were important. The payment of employees who work in the construction of temples were paid by taxes collected from merchants in Sumerians. During the Pharaoh period, the taxes were assigned by liquid cooking oil and ketene, and these taxes were allocated to finance the wars and Pyramid construction within the framework of law introduced by Pharaoh. It is seen that following these ages, in societies and State formed as to religion culture, fortieth of the fortune and Zakat in Islam and similar taxes were used to improve living conditions of poor population. However, in the process reached until today, 'Social State' and 'fair income distribution' expressions could not prevent States to transform into a tax monster. Taxes having general target of arising of voluntary common life may possibly transform into a voluntary accession device which is hidden in its origin as being the guarantee of sustainability of social life with historical angle.

Keywords: Tax in Ancient Ages, Emerging of Tax, History of Tax, Tax Ethics

**THE RELATIONSHIP BETWEEN ISO 9001 AND TOTAL QUALITY MANAGEMENT: ANALYSIS OF SME-s IN THE POLOG REGION -MACEDONIA****Argjina Karemani***State University of Tetova, MACEDONIA***Ilir Kapaj***Agricultural University of Tirana, ALBANIA***Abstract**

In recent years ISO 9001 standards and TQM techniques appear as the main tool in the market. This paper analyzes the relationship between ISO 9001 standards and TQM techniques in Macedonian SME-s. The research conducted in this paper shows the benefits that enterprises receive from the implementation of ISO 9001 standards and the relationship between them based on theoretical and empirical research. We, as authors emphasize the need for enterprises to focus on issues related to the application of this standard and TQM techniques to enterprises in the Republic of Macedonia (specifically Polog Region). To analyze this effect it was necessary to use the method of surveying with enterprises in the Republic of Macedonia. The research is based on a survey of 120 enterprises on Polog Region, where is analyzed the relationship between ISO9001 standards and TQM techniques and which one of these quality techniques enterprises apply mostly. With the data processing we can conclude that even though there are large differences between ISO 9001 standards and total quality management again there is a good relationship between them.

Keywords: ISO 9001 standard, total quality Management (TQM), SME





ENTREPRENEURIAL SPIRIT AND FACTORS AFFECTING IT: CASE STUDY BASED ON THE STUDENTS OF THE EUROPEAN UNIVERSITY OF TIRANA

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Abstract

In any country, the students' entrepreneurial spirit is of great economic and social importance. Students will be the entrepreneurs of the future and it is their plans and entrepreneurship which would deeply influence the society of tomorrow and its economic wellbeing.

This paper intends to offer an input on the understanding of entrepreneurial spirit among students (of the European University of Tirana), to analyse such a spirit and goals, as well as factor affecting them: entrepreneurship education in the university, personal entrepreneurial motivation, impact of parents and family, and social and economic context. The analysis goes even further, looking at the impact of gender, area of study in university, and at how entrepreneurship is taught: whether through lectures only or it is also closely interlaced with practice at industry level.

The paper is based on secondary literature, GUESSS report, and on an on-line distributed questionnaire, which was addressed to and answered by students of all the three higher education levels: BA, MA and PhD. The results this research obtained are important for the university we work at, in order to improve and diversify the ways entrepreneurship education is taught, but they could also be applied at a wider scope.

Keywords: Students, Entrepreneurial Spirit, Entrepreneurship Education





BARRIERS TO INNOVATION IN MOROCCO: THE CASE OF TANGIER & TETOUAN REGION

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Abstract

Innovations are the result of a joint effort of a number of parties involved in the process of improving a country. Innovation has increasingly been recognised to be the key growth of Morocco and has attracted significant levels of academic attention over recent years. Nevertheless, there has however been less focus on the factors which prevent or inhibit innovative activity, the “barriers approach to innovation” especially in developing countries. In the Arab regions, studies on barriers to innovation are sparingly rare. There has not been research in the relevant literature that has identified the innovation barriers in Morocco; a detailed review related to innovation barriers has been conducted. This paper reports on the results of a study that examined barriers to firms’ innovation on a sample of 76 managers of enterprises in the Tangier&Tetouan region. Tangier&Tetouan is a dynamic region, and is also the recipient of generous investment, and is considered a strategic area for the development of Morocco. Indeed, the region is an important industrial center at the national level, occupying second place with 10% domestic value added, almost 8% of production and 14% of exports. The aim of this study is to determine the barriers in the innovation process in the Tangier&Tetouan region, and investigate the interrelations among them and develop a model that may measure the interacting effects of the barriers.

The approach is based on a review of the scientific papers; analysis of available statistical data, national development documents, empirical researches and other secondary data. An in-depth study of fifteen barriers to innovation was completed through distributing questionnaires. The results were initially summarized using statistics to provide a better understanding of the respondents and characteristics of the responding companies. The paper concludes with an analysis of the complementarities between obstacles to arrive at the primary factors that are obstacles to innovation activity. Both internal and external determinants play a significant role in hindering innovation development. The analysis also explores the differences between firms by industry type and firm size. Furthermore, the level of importance of obstacles is different for innovator and non-innovator firms. Among the main results set for this research it cannot generalize the model of innovation in the region of Tangier&Tetouan.

This paper should be taken as the first study not only in investigating the barriers in the innovation process in Tangier&Tetouan region, but also in developing a model that may be used in solving the innovation barriers. The results of the study may be useful for both government and enterprises. The research results can be used in the development of public policy aimed at supporting and encouraging innovation among enterprises in Tangier&Tetouan region.



**PERFORMANCE OF STRATEGIC ALLIANCE MANAGEMENT: COORDINATION-COOPERATION CYCLE****Hicham Achelhi***Abdelmalek Essaadi University/Faculty of science and technology, MOROCCO***Patrick Truchot***INPL-National School of Industrial Systems Engineering, Vandoeuvre, FRANCE***Abstract**

Facing environmental changing and those of competition dynamic, new types of organizations have been advanced as a response to new challenges. These types of organization based on cooperations between enterprises have been lately developed. The aim of this article is to understand cooperations in order to reduce the risks of their fail. Thus, understanding the governance of alliances can provide critical insights into how such ties can be better managed: we focus on the coordination-cooperation relationship. The first part of this article, we will give a theoretical background about cooperation and coordination. A conceptual framework of the coordination/cooperation process is developed. In the second part, we develop our vision high lightens the existence of a process coordination-cooperation which is sequenced and cycled. That allows achieving objectives of strategic alliance and also partners' objectives. For improving the performance and the success of the alliance project, it is necessary that the coordination-cooperation process go through different strategic level of different partners engaged in the alliance project.





**THE IMPACT OF ENVIRONMENTAL TECHNOLOGICAL TURBULENCES
ON CORPORATE ENTREPRENEURSHIP ORIENTATIONS: AN EMPIRICAL
STUDY IN ONLINE SHOP COMPANIES IN JORDAN**

**Ra'ed Hanandeh
Moh,d Iqbal Al Ajlouni
Ahmad Hanandeh**

University of Petra/JORDAN

Abstract

The study aims to the impact of environmental technological turbulences with its dimensions (technological uncertainty, complexity turbulences, market turbulences, competitor turbulences) on corporate entrepreneurship orientations with its dimensions (business venturing, self-renewal, product innovation, organization innovation): An empirical study in online shop companies in Jordan. In order to achieve the objectives of the study the A new model has been developed. the researcher design a questionnaire to gather the data from the study sample for this purpose. The population of this study consisted of online shop companies in Jordan where the sample consisted of five companies (Amazon, Wysada, Jo Shop, Markavip, Jamalon). The research sample consists of all managers and head of departments in online shop companies. Out of 160 questionnaires retrieved, only 138 were valid for further analysis, 22 were excluding due to large percentage of missing data. The results revealed that there was a significant impact for environmental technological turbulences on corporate entrepreneurship orientations in online shop companies working at online sector in Jordan.

Keywords: Technological Turbulences, Corporate Entrepreneurship



**COMPANY SIZE AND CAPITAL STRUCTURE****Khalid Alkhatib***Jordan University of Science and Technology/JORDAN***Abstract**

In previous studies, company size was considered to have a positive relationship with capital structure. The objective of this article is to determine the impact company size on capital structure in Jordanian listed industrial companies. Relevant data were extracted from financial statements of 67 industrial companies listed on the Jordanian stock exchange for 2013. To test the level of significance between company size and capital structure, multiple regression analysis was used. Company size is a proxy of the natural log of company total assets, and the capital structure is measured by debt to equity ratio. The results revealed that company size is has no statistical relationship with capital structure.

Keyword: Company Size, Capital Structure



**DIRECTOR AFFILIATION AND ANALYST BIAS****Huseyin S. Yildirim***York University/CANADA***Abstract**

This study examines the ability of security analysts to provide objective earnings forecasts for firms with which the analyst's brokerage firm has a director affiliation. The affiliation that we examine is where the brokerage firm has, on its board of directors, a director or an upper management individual from the firm which an analyst at the brokerage firm provides coverage. We find that affiliated analysts tend to provide earnings forecasts that are insignificantly different from unaffiliated analysts in terms of accuracy. However, we also find that forecasts provided by affiliated analysts tend to be significantly more pessimistic than those provided by their unaffiliated counterparts. This pessimistic bias in their earnings forecast will more easily allow the covered firm to beat earnings expectations when earnings are realized. We find that this bias surfaced after the Global Settlement decision, an enforcement agreement between large investment banks and the SEC regarding issues surrounding conflicts of interest.

Keywords: Director Affiliation, Analyst Bias

**DIFFERENT ASPECTS OF MELANCHOLY IN THE MUSEUM OF INNOCENCE****Demet Karabulut***Tunceli University, Faculty of Letters, TUNCELI/TURKEY***Abstract**

The Museum of Innocence is a novel in which traces of melancholy can easily be followed. Melancholic characters are prevalent in literature, likewise many examples, the characters in this book are moulded with melancholy and the figure of collector is dominant. Orhan Pamuk prefers to use the concept of “sadness” (*hüzün*) instead of melancholy as melancholy is a western concept for him which is not appropriate for the selfless people in the east, however the feeling in this novel is deeper than *sadness*. It has more to do with melancholy and can be analyzed in terms of theories of melancholy of Benjamin’s and Freud’s. Thus, the aim of this paper is to scrutinize the melancholic features of the two leading characters, *Kemal* and *Füsun*, and the source of the object obsession that derived from sorrow and developed into melancholy by creating a link between ‘keeping the aura’ and transmissibility of history.

Keywords: Orhan Pamuk; The Museum of Innocence; Melancholy; Collector

**VIOLENCE NOT ON BODY BUT THROUGH BODY-IMAGE: MARK RAVENHILL'S *SOME EXPLICIT POLAROIDS*****Aysun Kan***Boğaziçi University, ISTANBUL/TURKEY***Abstract**

In-er-face theatre arising in the 1990s in Britain is generally renowned for displaying extreme and explicit images of violence and sexuality on stage without any censorship. This paper focusing on renowned in-er-face playwright, Mark Ravenhill's play, *Some Explicit Polaroids* (1999), will attempt to eliminate the reductionist approach that in-er-face theatre produces nothing but provocative, filthy, extreme images of violence and sexuality on the stage. Ravenhill surprisingly excludes any form of physical violence from the action on the stage; however, it should be noted that this exclusion is not done under the name of propriety or censorship; rather, it is a strategic move to attract attention to another form of violence. This play examines the concept of violence not in the form of physical violence perpetuated by an agent but as what Slavoj Žižek calls "systemic violence" caused by the current economic or political system. Ravenhill unveils the impossibility of experiencing reality in itself in a system of postmodernist global capitalism by displaying the discrepancy between the real physical body and the myth of the body or the body image that is perpetuated and acknowledged to be real for survival in the global capitalist system. Namely, this paper on Ravenhill's *Some Explicit Polaroids* will focus on the mechanisms through which the social system causes victimization of the individual in a gradual and imperceptible way.

Keywords: Mark Ravenhill, In-er-face theatre, Violence, Body, Body-Image



**THE ANALYSIS OF INTERACTION BETWEEN PASSERSBY AND
BEGGARS****Gulnara Nadamova***Fatih University, İSTANBUL/TURKEY***Abstract**

Begging is apparently seen in every district of Istanbul. The begging issue is important to work on because begging is perceived as a social problem that has to be discussed in wider spheres. The aim of this thesis is to explore the kinds of interactions beggars and passersby have and on what bases passersby decide to help or not. In the methodology part I used three different methods to produce data for qualitative analysis. I have identified the categories of beggars and types of begging, according to which passersby decide to help or reject to help.

Keywords: Beggars, Passersby, Interaction, Categories, Istanbul



**RELATIONSHIP BETWEEN UNIVERSITY EDUCATION AND SOCIAL DISTANCE****Sevde Uylaş***Fatih University, İSTANBUL/TURKEY***Abstract**

There is a wide sociological literature on the study of intergroup attitudes. This work examines effects of university education on social distance levels of people at a selected university in Turkey. In the last quarter of the 20th century, the world witnessed a number of events and social transformations that had great implications for religious and ethnic relations. This study seeks to explore the changes in sentiment towards various national, ethnic, religious and sexual groups; and is concerned with the analysis of social distance levels at Fatih University in Istanbul, Turkey. I used a standardized social distance scale developed by Emory Bogardus which examines social distance levels of people by asking to what degree members of other groups are accepted or rejected as marriage partner, friends, neighbors, colleagues and so on. A total of 525 surveys are collected from a purposive sample of university students among five different Faculties. Through mean comparisons and the ANOVA statistic, factors in or outside the campus and university education that affect social distance levels of students are analyzed.

Keywords: Social distance, University Education, Turkish Exceptionalism, Campus Activities



**TRANSMITTING THE TRADITION: AN ANALYSIS ON MASTER-DISCIPLE
RELATIONSHIP IN ALEVI COMMUNITY OF TURKEY****Hiroki Wakamatsu***Hitit University, ÇORUM/TURKEY***Abstract**

The phenomenon called “Globalization” has been discussed within the all social science. For almost of all Anthropologists, the global issues cannot be avoidable to conduct their ethnographic researches in any fields. Globalization is a process of international integration arising from the interchange of products, ideas and other aspect of culture. After 1990’s the interpretation of a complex set of disputes and exigencies settled into a conventional narrative of paradigm shift, in which the intellectual past became essentialized as “traditional Area Studies” and “Classic Anthropology.” A Crucial theme is that the global/local nexus is one of unpredictable interaction and creative adaptation, not of top-down determinism. Theoretically, globalization studies have become the focal point for the convergence of interpretive Anthropology, critical Anthropology, postmodernism, and poststructuralism, which are combined with a tough empiricism.

In this paper, I examine the relationship between master and disciple in the Alevi community in Turkey from the framework of Anthropology of Globalization. Traditionally Alevi Dede gives their disciples religious traditions and practices such like how to organize Cem ceremony and other rituals. To transmit their religious knowledge, religious masters called Dede visits villages where Alevis consist of the majority of the population. Then Dede give his disciple called Talip some kind of religious education. In the past Alevi communities in Anatolian villages were generally situated in remote areas where the infrastructure was not sufficiently installed. Even in Alevi villages there were no Dede.

However, the situation has changed within the recent two decades. People can access to the remote areas by transportation system and internet access is also available everywhere in the countryside. In this paper, I try to reveal the current situation of master-disciple relation of Alevi community and describe how they transmit some kind of religious education to their disciples in the global era through an Anthropological analysis. At the same time, I investigate the whole of social change in Alevi communities in Turkey.





WOMEN'S FOOTBALL PLAYERS INVESTIGATION OF THE PHYSICAL DEVELOPMENT BY THE EUROFIT TEST BATTERY IN SUMMER SPORT SCHOOL

Kübra Özdemir

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Abstract

The aim of this study was to determine levels of the physical fitness women's football players. Study were formed 24 women football players aged 13-17 participated in this study and were performed football training program specially designed. This research was planned as a season and the training program was performed 90-120 min. 5 day a week. At the beginning of work the eurofit physical fitness test and the same groups re-applied the same tests the off-season. The eurofit physical fitness test included in flamingo balance test, disk touching test, flexibility, standing long jump, grip strength, 30 sec shuttle test, bent arm holding test, 10x5 shuttle run test.

Statistical analyses of data were conducted using SPSS 16.00 software package. Descriptive statistics (means and standard deviations) are provided. Differences between independent groups were analysed by Mann-Whitney U test and the groups dependent were tested by Wilcoxon Signed Ranks test. Significance value of $p < 0.05$ and $p < 0.01$ level were examined.

In conclusion, It were significantly improvements in flamingo balance test, disk touching test, flexibility, standing long jump, grip strength, 30 sec shuttle test, bent arm holding test, 10x5 shuttle run test. Tests not showed a significant improvement in flamingo balance test, 30 sec shuttle test, standing long jump, bent arm holding test, the left hand grip test, flexibility.

Keywords: Eurofit test, Football, Physical Fitness





ADAPTING WIOD TABLES TO NATIONAL IO TABLES FOR TURKEY

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Abstract

This paper presents the adjustment process of the WIOD (World Input-Output Database) tables of Turkey to national accounts data coming from the TurkStat (Turkish Statistical Institute). The database covers 27 EU countries and 13 other major countries in the world for the period 1995 to 2011. The main aim of the paper is to construct a series of balanced input-output tables (IOTs) for Turkey's Interindustry Analysis Model (Turina). TURINA is an Interdyme type (Interindustry dynamic macroeconomic) model developed by INFORUM (Interindustry Forecasting at University of Maryland). The Inforum model requires one or more IO tables with three blocks: i. Total intermediate (domestic plus import) interindustry flow matrix, FM ii. Final demand block, FD, iii. And Value added block, VA. A time series of 35-sector annual IO tables for the Turkish economy has been constructed by the WIOD. The format of national input-output tables in WIOD is different from the normal format of national input-output tables which can be directly used in building an INFORUM model. The WIOD structure consists of six blocks: i. Intermediate flow matrix which only shows domestically produced inputs. ii. Final demand goods produced by domestic industries. iii. An import matrix which shows import components of intermediate inputs into domestic industries. iv. Imports components of final demand categories. v. Value added block at the bottom rows of the whole table. vi. Some elements of value added rows inside the final demand block. In the adjustment process three major steps are taken. The first step requires the addition of import rows to domestic rows in order to obtain the total intermediate and final demand figures. The second step requires the adjustment of the sum of final demand categories to national account totals at aggregate level. The third step requires the adjustment of value added totals to national account income figures provided by national statistical office. After all these steps any imbalances which are almost always the case an RAS procedure is applied to balance the whole system at sectoral level. At the present stage I have checked the WIOD table for 2011. Starting from the final demand side, I observed that there are no deviations for Government expenditures and Gross domestic fixed investment between the WIOD and the TurkStat figures. For other variables of final demand block (Consumption, Changes in stocks, Exports, Imports,) some slight differences were observed. Therefore initially, the GDP figure in the TurkStat sources exceeded the WIOD figure by 3.2 percent. Finally, with a series of balancing adjustments both at macro and sectoral level the WIOD table for 2011 is made consistent with the TurkStat data.

Keywords: Balancing Input-Output Tables, Interindustry Macroeconomic Model for Turkey, Database for Multisectoral Models.





Abstracts with the tourism issues





TOWARDS DELIBERATE INTERVENTIONS FOR RESPONSIBLE VOLUNTOURISM: THE PRACTICES OF ORGANIZING VOLUNTEERS TO HELP UNFORTUNATE CHILDREN

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Abstract

Voluntourism is a popular and still growing niche tourism market. Especially helping unfortunate children in third world countries is popular, while there is growing literature on international volunteer tourism that questions its foundation on global citizenship, social consciousness and cross-cultural understanding. Organizations involved in sending volunteers abroad to help unfortunate children have increased. This industry is perceived to be a profit making one in which many organizations are more than willing to contribute. The Dutch being no exception.

Many Dutch sending organizations are willing to contribute to helping volunteers with that once-in-a-lifetime experience. Different processes are involved in sending these volunteers abroad but still many inconsistencies are feasible in doing what is initially promised in these processes. The objective of this research is to identify different processes and reveal possibilities to suggest deliberate interventions for the integration of already existing guidelines created by the Better Care Network Netherlands. With support of a social practice theory approach five different practices are identified, studied and analyzed. For the identification of these practices-as-performances a qualitative research is conducted in which different Dutch sending organizations were studied by means of interviewing key practitioners, observing, visits to events, meetings, conferences and the organization of a focus group. This research firstly describes the desirable practices and compares them with the contemporary practices to best reveal possible gaps and desired possible interventions.

It seems that shared passionate visions about the protection of unfortunate children and helping them by providing them with better future opportunities is widely agreed upon. Knowledge and skills from both practitioners and volunteers in this industry are not in line with the desired practices. Nevertheless, many unexperienced volunteers are sent abroad for a short period of time which generally does more harm than good meaning that the chances for a better future for these 'volunteered' children are very limited. Amongst other risks, attachment issues will occur making it difficult to build relationships for these children. Despite the risks, this industry remains popular, calling for transparency, knowledge transmission and awareness of these real risks.

Keywords: Responsible Voluntourism, Volunteers, Unfortunate Children





THE ANALYSIS OF SERVICE QUALITY AND LOYALTY IN TERMS OF INTERNAL AND EXTERNAL CUSTOMER IN ACCOMMODATION ES- TABLISHMENTS

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Abstract

The Hospitality Establishments with rising competition conditions of internal and external customers in accordance with the expectations should understand the service quality approach and should also explain continuously to their personal. Service quality, customer satisfaction and customer loyalty are most effective competition power and tools as well. When the provided service quality is equal or bigger than expected service quality level highlights the importance of success and sustainable business life of hospitality establishments.

In research on service quality, satisfaction and customer loyalty, mostly perspectives by external customers are considered but internal customers (employees) are often ignored. In detailed surveys, it is found out that there are only a few research conducted on service quality, satisfaction and customer loyalty in accommodation businesses analysing both parties.

In this research, service quality, customer satisfaction and customer loyalty are analysed by considering the perspectives of both internal and external customers in a 5 star hotel located and managed in Bodrum. The research consists of three parts. In the first two parts, secondary data are studied about research topic, whereas in the third part primary data collected on field research are analysed.

Keywords: Service Quality, Service Quality Measurement, Servqual Scale, Customer Loyalty, Customer Satisfaction





THE EFFECTIVE COMMUNICATION TECHNIQUES WITH IN PUBLIC RELATION CONTEXT AT HOSPITALITY COMPANIES AND AN APPLI- CATION IN MUĞLA REGION

Şirvan Şen Demir

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Abstract

Nowadays, firms who give importance to public relations have been increasing rapidly in numbers. All modern firms either found public relations department in their body to deal with public relations operations or outsource this activity to consultants in order to communicate with target populations. Among the firms in tourism sector, hospitality companies are the ones that use public relations the most. In the highly competitive environment of the sector in recent years, the entity of hospitality companies depends on effective and healthy communication with their environment. This situation requires a communication process between hospitality companies and target populations. Firms need to know characteristics and expectations of internal and external target populations before starting public relations operations. Public relations managers in hospitality companies should use proper communication techniques effectively to give the proper quality image to publics. This study consists of three sections. In the first section, historical development, characteristics, classifications and structuring of hospitality companies are analyzed. In the second section, public relations is analyzed by explaining its historical development and its importance and place in hospitality companies is covered. In the last section, the finding of survey study applied on hospitality companies in Muğla region that has a significant standing in Turkey's tourism are analyzed and with the light of findings suggestions are given.

Keywords: Hospitality Businesses, Public Relation, Effective Communication, Communication Techniques, Muğla Region



**TOURISTS' PERCEPTION OF OSUN OSOGBO FESTIVAL IN OSOGBO,
OSUN STATE NIGERIA****Yina Donald ORGA***The Federal Polytechnic, Idah. Kogi State/ NIGERIA***Abstract**

Osun Osogbo festival is one of the biggest art festivals in Nigeria with over 235, 518 tourist visits in 2014. The purpose of this study is to generate data on the tourists' perception of Osun Osogbo Festival in Osogbo, Osun State Nigeria. Based on the population of 199,860 tourist visits at Osun Osogbo festival in 2013, Krejcie and Morgan sample size table was used to select 768 tourists/respondents. Likert questionnaire were used to elicit data from the respondents at the last festival in 2014. Descriptive statistic was used to described the characteristics of the respondents and analyse the tourists' perception of the festival. The findings from data analysed suggest that the tourists perceived Osun Osogbo festival positively. Also, findings from the study revealed that the tourists are not satisfied with the number of toilets at Osun Sacred Grove, crowd control of visitors during the festival, medical personnel to cater for visitors during the festival, etc. In view of the findings of the study, the following recommendations are suggested; provision of more toilets at Osun Sacred grove, Osogbo Heritage Council to recruit festival guides to help control the huge crowd at the festival, the Government of State of Osun in conjunction with Red Cross Society should engaged adequate medical personnel to cater for medical need of visitors at the festival, etc.

Keywords: Tourists, Perception, Festival, Positively



TOURISTS' SERVICES, NEEDS AND EXPECTATIONS IN KAZBEGI MUNICIPALITY, GEORGIA

Temur Gugshvili

Tbilisi State University, TBILISI/GEORGIA

Gvantsa Salukvadze

Tbilisi State University, TBILISI/GEORGIA

Abstract

We carried out the research in the Greater Caucasus, Georgia, Namely in Kazbegi Municipality in two villages – Sno and Juta, and one town of Stepantsminda. The research was conducted by the University of Giessen with cooperation to Tbilisi State University. The main topic of our research is “Tourists Attitudes and Services in Kazbegi Municipality“. The purpose of this study is to analysis: (a) tourism services offered in the villages and town of Kazbegi Municipality (b) tourists’ needs and attitudes with regard to food supply and tourist services (c) develop scenarios of sustainable production schemes that both serve local population and raise food marketing potentials in the tourism sector. The study is based on the information which is obtained through the field-work (in depth interviews and field observations) as well as from analysis secondary information (Statistical data, web-pages, flyers, existed research reports, articles etc.). It should be emphasized that we used program Maxapp to collect different kind of information photographs, texts, audios and videos. All collected information has been analysed by MAXQDA and ArcGIS. Those programs are effective tools to analysis different type of information and visualize (Map, cloud tag, graphics and photos) obtained information. Mentioned methodology has been chosen according to the research purpose and objectives.

The research paper includes two main parts. Part A of the report deals with the research of tourist services in Kazbegi Municipality. The key question that is answered with this topic is: “What do people who live in the villages offer to tourists? “. The information on agricultural land use and selling of local food/agricultural products in the municipality is also analysed. In the Part B key question which is answered with this topic is “What are tourists’ needs with regard to food supply?” Discussed about tourists needs and expectations with regard to existed services. Therefore, this section includes information about tourist attitudes towards environmentally friendly food, agricultural products, local products, existing food joints and their services in Kazbegi Municipality.

Keywords: Tourists’ Services, Needs and Expectations, Kazbegi Municipality





**LOCAL CUISINES AS A FACTOR IN TOURIST DESTINATION CHOICE:
A STUDY ON THE PERCEPTIONS OF TOURISTS VISITING IZMIR PE-
NINSULA**

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Abstract

This study aims to present the attractiveness level of local food for tourists visiting İzmir Peninsula. Within the scope of this study, a field study was done on foreign tourists and domestic tourists visiting İzmir Peninsula (n=430) and data obtained from ideas and perceptions of tourists were examined. As a result of this study, local food did not play a determinant role in tourists' destination choice of the peninsula; however they enjoyed the local food and there was a lack of promotion and advertising.

Keywords: Local Food, İzmir, Destination





THE ANALYSIS OF THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND TURNOVER INTENTION IN HOSPITALITY BUSINESS

Mahmut Demir

Süleyman Demirel University, ISPARTA/TURKEY

Abstract

The organizational success of hospitality business depends on the quality and ability of human resources as well as on management skills. The purpose of this research on the characteristics of management skills and human resources was to determine the relationship between emotional intelligence and turnover intentions. A conceptual framework in connection with emotional intelligence was established in section one. Turnover intention was established in section two. Based on the conceptual framework, information and different models, a survey consisting of a five part questionnaire was prepared. The following models were applied: MSCEIT, EQ-I, and ECI for the emotional intelligence section, the model described by Hollinger and Clark (1982), Robinson and Bennett (1995) and Lawrence and Robinson (2007) regarding organizational deviance and preparation of questions; questions concerning the quality of work life on studies by Walton (1975), B.Gilbert (1989) and Sirgy et al. (2001). The questionnaire to measure turnover intentions on studies by Arnold and Davey (1999), Bedeian, Kemery and Pizolatto (1991) and Tütüncü and Demir (2002). The survey was carried out in five star hotels in the Muğla Region, 563 employees participated. First, the descriptive statistic was analysed on SPSS 17.0 and then structural equation modelling was used to analysis the confirmative factor analysis on LISREL 8.8. By evaluating the relationship between the different factors statistically results and suggestions were presented in the last chapter. As result it was stated that turnover intentions is significantly affected by emotional intelligence, organizational deviance and quality of work life.

Keywords: Hospitality Business, Emotional Intelligence, Turnover Intentions, Structural Equation Modelling





THE RELATIONSHIP BETWEEN ORGANIZATIONAL DEVIANCE AND TURNOVER INTENTIONS IN HOTELS

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Abstract

Human resources are one of the most critical components of strategic success in companies. Competitive success of organizations through people needs changing the way of organizing and leading people. However, one of the most important workplace issues in hotels is organizational deviant behaviour. On the other hand, organizational deviance is also an important determinant of turnover intentions in organizations. The *purpose of this study* was to investigate the *relationship between* organizational deviance and turnover intentions. Previously questionnaire was developed from the studies in the literature. Then, *data were collected by researchers* in face-to-face interviews with a total of 347 questionnaires. SPSS 22 was used to analyze the data. Structural and convergent validity of the data have revealed with the factor analysis. And then, it was tested using a correlation analysis to determine the relation between organizational deviance and turnover intentions. It was found to be a positive and strong relationship between deviation variables and turnover intentions. This relationship also was found in regression analysis. Not only turnover intentions but also organizational goals and activities have been affected by organizational deviance. Organizational deviance has also negative impact on business image, corporate culture, competitiveness, organizational structure and management effectiveness. As a result, the findings indicate that all factors have a significant correlation with each other

Keywords: Hotels, Employee, Organizational Deviance, Turnover Intentions





TESTING THE TOURISM-LED GROWTH HYPOTHESIS: EVIDENCE FROM TURKEY

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Abstract

Tourism, becoming one of the largest and fastest-growing economic sectors in the world, is a sustainable economic development option and main source of foreign exchange earnings especially in developing countries. The Turkish economy is characterized by the domination of its tourism sector in the world, which ranks 6th in international tourist arrivals by attracting about 40 million tourists and 12th in international tourism receipts. This paper examines the question of whether tourism sector could serve as a driving force in Turkey's economic growth, the *so-called tourism-led growth hypothesis*. To accomplish this purpose, we use time series data covering the period of 1960-2014 and employ Toda-Yamamoto causality test to assess whether the contribution of tourism sector explains economic growth. Our findings indicate that there is a unidirectional causality from tourism sector to economic growth, verifying the tourism-led growth hypothesis holds for the case of Turkey. Since the sector has substantial potential for further growth and is linked to many other sectors in the economy, policies aiming to support tourism sector will foster economic growth in Turkey.

Keywords: Tourism; Economic Growth; Causality



**THE DEVELOPMENT POTENTIAL OF MEDICAL TOURISM IN THE PAVLODAR REGION OF THE REPUBLIC OF KAZAKHSTAN****A.A. Zhakupov***Eurasian National University named after L.N. Gumilev Astana, KAZAKHSTAN***A. Eginbaeva***Eurasian National University named after L.N. Gumilev Astana, KAZAKHSTAN***Emin Atasoy***Uludag University, BURSA/TURKEY***Abstract**

The article considers the medical and health resource potential of the Pavlodar region, analyzes the factors contributing and limiting the development of medical and health tourism. The measures for the growth of medical and health tourist arrivals in the Pavlodar region are proposed. The recreation-geographic assessment is a prerequisite for tourism development. The comparative evaluation of natural resources points to the appropriateness and efficiency of the functioning of natural resources of a definite region and is the basis of the research method used by Kazakhstan researchers for assessment of the harmonic touristic-recreation potential of a local territory.

The evaluation was focused on the Bayanaul State National Natural Park as an example of the exploitation of natural resources in the tourism development. The subject of the research is the current state of tourism and recreation which needs an integrated investigation including identification and evaluation of the natural and socio-economic conditions. Prospects for further development in the field of recreation include timely provision of quality services to tourism and recreation, in order to protect the environment at an appropriate level, and to define new direction for the recreational use of the environment. The Zhasybai, Sabyndykol and Toraigyr lakes were taken under protection, as they are considered promising for tourism. It is convenient to conduct tours and travel routes. The evaluation identified the necessary resource base for tourists, and the possibility of their use.

Keywords: Pavlodar region, Medical and health tourist, Bayanaul State National Natural Park



**EVALUATION OF THE IMPACT OF ECO-TOURISM ON THE LOCAL
COMMUNITY****Murad Alpaslan Kasalak***Akdeniz University, ANTALYA/TURKEY***Zeki Akıncı***Akdeniz University, ANTALYA/TURKEY***Abstract**

Today, tourism is among the fastest-growing sector and to ensure the sustainability of the economic crisis that emerged in different regions of the world to affect the way elements such as to perform at least diversify tourism, instead of only giving importance to tourism in terms of coastal countries, and to develop methods of alternative tourism has become a necessity. Then the 1990s alternative tourism ecotourism is one of the methods of the people who are most interest to you. Ecotourism is tourism that conserves the environment and creates various opportunities for local people in many countries are regarded as a sort. Facilities provided by local people in terms of ecotourism, environmental, economic and socio-cultural causes effects. In our study, ecotourism to the local community that might pose environmental, economic, and socio-cultural impact of what is happening in positive and negative sense has created opportunities for local people and how they were evaluated. The positive effects of ecotourism has created opportunities for local people about the scope of suggestions are presented.

Keywords: Ecotourism, Local Community, Economic, Environmental, Socio-Cultural Impact



**USE OF GOAL PROGRAMMING TECHNIQUE IN THE METHOD OF SCORING IN THE JOB EVALUATION PROCESS OF LODGING ENTERPRISES****Zeki Akıncı***Akdeniz University, ANTALYA/TURKEY***Murad Alpaslan Kasalak***Akdeniz University, ANTALYA/TURKEY***Abstract**

Behaviour of the management about wage in lodging enterprises is constantly queried by employees. Job evaluation can be expressed as the most appropriate tool for applying remuneration policy based on clear and objective criteria and persuading all parties in real and effective way in business. Job evaluation expresses formal and systematic comparisons made for creating a basis for determining wages and relative importance and value of a job according to other jobs. The relative values of jobs are determined by making comparisons in point of jobs' content and importance by establishing factors like effort, skill, responsibility and job conditions taking part in high or low levels in all jobs. The contribution level occurred by the job's organizational goals exposes the relative value of the job. The job having the most contribution level is assumed as more important than the other jobs and found worthy for more wages. Paying more wages to the job contributing the most extend to the organizational goals is assumed as the core of the application of the principle of equal payments to equal jobs. In evaluation part at the lodging enterprises, determining the factor level points is a difficult decision problem for decision makers. With this application study, it is exhibited that goal programming method can be used in determining factor level points.

Keywords: Job Evaluation; the Method of Scoring; Goal Programming; Lodging Enterprises





TOURISTS PERCEPTIONS OF SERVICE IN SHOPPING CENTERS: A RE-SEARCH IN ISTANBUL

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Abstract

Increasing number of shopping centers create a large market area in the world and in Turkey. It is very important to know that how service is perceived by customers. In particular, frequently visited destinations in order to shopping, shopping malls should continuously measure the satisfaction of customers and eliminate the services which cause dissatisfaction. The population of the study is german tourists who visits Turkey and in particular Istanbul frequently. The study focuses on the service perceptions of german tourists who visits shopping centers and interacts with service staffs. Thus, the study aimed to understand the tourists perception on shopping centers staff criterias and determine what is more important for them in shopping center staff's service. Also, the study demonstrates the differences between expectations and perceptions of german tourists' from shopping centers employees. One of the reasons of this research is insufficiency of available literature on the concept of quality of service and Istanbul is being an attraction as a shopping destination. The study face to face conducted with 400 german tourists and the results indicated that the german tourists' service perceptions from shopping center employees are higher than their expectations. The study concluded that the shopping centers' staff were helpful and friendly to german tourists, however their lack of foreign language speaking cause problems and thus the perceptions remains below expectations.

Keywords: Shopping centers; Service quality; Perception; Tourism; Istanbul



**THE IMPORTANCE OF THERMAL FACILITIES ON THE RELATIONSHIP
BETWEEN HEALTH TOURISM AND HEALTH INSTITUTIONS****Şeref Maden***Karamanoğlu Mehmetbey University, KARAMAN/TURKEY***Tuna Han Samancı***Karamanoğlu Mehmetbey University, KARAMAN/TURKEY***Ahmet Alper Sayın***Karamanoğlu Mehmetbey University, KARAMAN/TURKEY***Abstract**

Nowadays that human needs are unlimited, priority needs should be identified and the supply must be provided. The Elimination of the need to shape social and economic life began. An important area of Health Tourism, thermal tourism, health and economic gains by combining your vacation needs, particularly persons of very considerable advantages.

Country entries and achievements attracts attention in terms of thermal facilities, health care institutions, including many institutions and businesses to provide financial gain cannot be ignored. Health services should be able to respond to the needs of both local and foreign tourists with the quality of both the service and must provide a return to financial institutions. People's satisfaction with services at international standards and ensure the quality of service should be improved continuously.

Accepted a new source of Tourism of thermals, psychological, social, and cultural fields as to the positive effects that it provides, the country has an important place in the promotion of wealth and other health systems. Health institutions and health workers can be considered to have a direct effect on the quality of tourism. The role of health services in the marketing of the promotion is as big as possible.

In this study, our country's health system and health in the field of tourism studies literature will be analyzed by making use of the scanning technique. The thermal effects of plants in these areas will be evaluated.

Keywords: Thermal Tourism, Health Tourism, Thermal Springs

**EVALUATING ASSOCIATE DEGREE TOURISM CURRICULUM AC-
CORDING TO THE CIPP MODEL****Gülseren Özaltaş Serçek***Mardin Artuklu University, MARDİN/TURKEY***Behçet Oral***Dicle University, DİYARBAKIR/TURKEY***Abstract**

By having the purpose of meeting sector's land reeve. Associate degree school curricula should provide staff with educational information in both practical and theoretical ways. That is why, various curricula have been developed during certain time periods. For this purpose, the main objective of this research, is to get benefit from students and academic staffs' views on educational curricula developed by Human Resources And Employing Programme (HREOP) and evaluate the curricula according to CIPP MODEL. 552 students and 27 academic staffs have participated in assessment. There were 58 statements. The measuring tool's interior coefficient point is calculated as 0.974. Items in the data providing tool all of which were about context, input process and product. Although the academic staffs have more positive views on CIPP subject, there isn't a meaningful difference between them in terms of context, input, process and product dimensions.

Keywords: Tourism curricula, programme development, programme evaluation, CIPP





THE ROLE AND IMPORTANCE OF GASTRONOMY TOURISM ON DESTINATION BRANDING

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Sadık Serçek

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Abstract

Benefiting from a gastronomic element in the marketing of destinations is gradually increasing in recent years. Taking into account local factors benefiting from the city's food cultivated in the marketing of destinations to attract tourists to the city, to provide branding and developing the economy of the city as a result. The gastronomic culture is also a destination that is not the only destination dining diversity; people's lives, history shows traditions and values. In the study, production for local products in Diyarbakır, the owners of enterprises engaged in marketing and sales, business managers and other employees with negotiated and gastronomic culture in Diyarbakır views on the effects of the city's marketing and branding to be taken. Prepared a questionnaire of 150, 112 were answered. Data were analyzed using SPSS reviewed. Accordingly, businesses, and that the hygienic quality of the services they provide; the products they produce delicious, traditional, argue that since it's private and Diyarbakır. However whether these businesses are offered enough share of customers in Diyarbakır, local food and accommodation in Diyarbakır common sense realized that they could hardly favorable for the promotion of food business outside the province of Diyarbakır.

Keywords: Gastronomy Tourism, City Branding, Marketing



**APPLICABILITY OF COOPERATIVE LEARNING MODEL IN GASTRO-
NOMY EDUCATION****Mehmet Sarıođlan***Balıkesir University, BALIKESİR/TURKEY***Gülhan Cevizkaya***Balıkesir University, BALIKESİR/TURKEY***Abstract**

The purpose of the study is to reveal of “Cooperetive learning model’s applicability which is one of the vital models of gastronomy. Learning model that is based on cooperativism, have importance for students in terms of being succesful in their group Works at gastronomy education.

This study divides into two parts, one is “literatüre” and other is “model proposef”. At scanning of “literatüre” is going to be focused on cooperative learning model gastronomy education’s description. In the second part, model offer is presented as cooperative learning model gastronomy can be applied. In this model offer, a course of action has been uncovered in order to develop gastronomy education and apply to cooperative learning model.

Keywords: Education of gastronomy, Education, Cooperative learning model.





TWO STAGE CLUSTER ANALYSIS OF TOURISM COMPETITION OF EUROPEAN COUNTRIES

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Ebru Nurcan

Akdeniz University, ANTALYA/TURKEY

Abstract

Tourism has enormous contributions to a nations economy, jobs creation and progress. Hence a nations ability to compete in tourism is always relevant. This work uses two stage cluster analysis to investigate and to compare some variables regarding to 38 European countries' tourism competition. According to our findings, Turkey is placed among the countries which have low competing power in tourism.

Keywords:Tourism in European Countries;Tourism Competition;Two Stage Cluster Analysis



**EVALUATION OF SERVICE QUALITY IN TERMS OF DAILY CUSTOMERS: A SAMPLE OF CITY HOTEL****Nesrin Şalvarcı Türeli***Süleyman Demirel University, ISPARTA/TURKEY***Abdullah Alkan***Süleyman Demirel University, ISPARTA/TURKEY***Abstract**

City hotels have distinctive characteristics in accommodation businesses with their location, purpose, scope of service and organizational structure. This situation causes the customer profiles of city hotels to be differentiated from other hotel businesses. Especially, determination of the quality of service by more standard indicators, performing service delivery simultaneously according to different customer demands and expectations can directly affect the customer satisfaction and loyalty. Generally, the quality perception of customers who benefit from other hotel services such as short-period accommodation, food-beverage, meetings and events may be different from the customers who stay at hotel for long period of time. Therefore, in the study, the focus was on customers who benefit from the hotel as a day service.

The aim of this study involving daily customers of a five-star hotel located in Isparta is to reveal the evaluation of hotel service quality through the eyes of customers. A questionnaire form was created benefiting from Servqual method. Data were obtained by face-to-face interview method via questionnaire form structured from 260 daily customers. SPSS statistical software was used in the analysis of data, and t-test and correlation analysis was applied to variables. In conclusion, it was observed that the quality of service that daily customers expected was above the quality of service they perceived.

Keywords: Daily Customer, City Hotel, Quality of Service.





INVESTIGATION OF THE LEARNING STYLE OF TOURISM AND HOSPITALITY STUDENTS USING KOLB AND VARK LEARNING STYLE MODELS: DOKUZ EYLÜL UNIVERSITY SAMPLE

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Abstract

Higher education administrators and instructors are under pressure to provide effective and efficient education. While plans that developing a learning module may not be standardized, learning styles are an important component of the process. Increasing knowledge about student' dominate learning styles is seen as important for lessons which is planned according to students' learning style and enhance student' performance. Thus, educators are becoming increasingly aware of the importance of understanding how students learn, it is important that to integrate learning style into educational programs.

There has been considerable researching into learning style during the past few years, particularly in determining the learning styles of students by focusing on professional. It has been occurred that there are many studies in some disciplines, but studies in determining the learning styles of tourism and hospitality students and how these students learn are limited. So in mind the fact that understand learning style preferences tourism and hospitality students is crucial in meeting the educational needs of students studying these programs, the aim of in this study is to determine the dominate learning styles of tourism and hospitality students who are attending Dokuz Eylül University vocational high school and faculty, and to reveal differences if there has been among these schools. Also, it is explored that the differences between learning styles, gender, class levels and previous school.

Learning style refers to the individual consistently perceives, interacts with, and responds to learning activities (Riding and Cheema, 1991) and there are over 20 different models of learning styles (Hayes & Allinson, 1996). In this study, students' learning styles and preferences are investigated according to one of the most preferred and used model "Kolb Learning Style Model" and relatively little used in Turkey "VARK (visual, aural, read/write, kinesthetic) Learning Style Model". The study followed a descriptive model. As the measurement scale Kolb Learning Style Inventory and also VARK scale "How can I learn best?" which is developed by Neil Fleming from Lincoln University, New Zealand in 1987 is made use of.

Keywords: Learning Styles, Kolb Learning Styles, VARK Learning Styles



**THE RELATIONSHIP BETWEEN TOURISM AND TRADE OPENNESS IN
TURKEY: TODA AND YAMAMOTO CAUSALITY APPROACH****Dilek Tandoğan***Karadeniz Technical University, Tourism and Hotel Management Vocational School, TRABZON/TUR-
KEY***Murat Can Genç***Karadeniz Technical University, TRABZON/TURKEY***Abstract**

There are numerous studies focusing on the relationship between tourism and economic growth in the literature, whereas only a few studies analyze the relationship between tourism and trade openness. Hence, this study aims to determine the relationship between tourism and trade openness for Turkey. For this aim, Toda and Yamamoto causality approach has applied by using the annual data for the period 1980-2013. The empirical results of this causality approach indicate that there is a bidirectional causality between tourism and trade openness. The significance of the empirical results is that the tourism sector promotes trade openness. Overall it is considered that improvements in trade openness can affect positively the tourism sector. Furthermore, development in tourism sector can engender trade openness through increases of export.

Keywords: Tourism; Trade Openness; Causality Analysis; Turkey

THE RELATIONSHIPS BETWEEN RECREATION EXPERIENCES AND FUTURE BEHAVIOR TENDENCIES OF BOUTIQUE HOTEL GUESTS**Mutlu Uygun***Aksaray University, Faculty of Economics and Adm. Sciences, AKSARAY/TURKEY***Serap Serin Karacaer***Aksaray University, Social Sciences Vocational Schools, AKSARAY/TURKEY***Abstract**

Today, depending on changing consumer expectations in terms of accommodation services, "boutique hotels" began to stand out as a more important places day by day. Today's consumer moving the postmodern view, it sees hotel as a place to live with emotional and sensory experiences through design, appearance, the comfort rather than it as a simple shelter. Therefore, boutique hotel customers not only buy products and services related to accommodation, they also buy experiences about this products and services. In particular, with design, authenticity, individualized and high quality service understanding, the transformation to customer loyalty of marketing strategies in terms of boutique hotels creating the sensory and emotional experiences for the guests has a vital importance. The literature in recent years, it is emphasized that the need to research aiming to determine nature of guest experiences and the relationships between future consumer behavior tendencies and this experiences to the hospitality industry.

In the hospitality industry, creating memorable emotional experiences through tangible and intangible service dimensions to create guests loyalty and to differentiate itself is gradually important. Some research findings has been indicated that may be relationships between their subjective experience based on experiential marketing practices of boutique hotel guests, their satisfaction, loyalty behaviors and positive worth of mouth tendencies. Especially in Turkey, it is almost no the studies revealing the relationships between experiential marketing strategies utilized to marketing of a boutique hotel' services and leisure behaviors of consumers. Thus, in this study, it was aimed at determining experiences of the boutique hotel guests and examining the relationships between these experiences and the future behavioral tendencies.

Research was planned in the model of field study on the basis of quantitative research method. A questionnaire was developed by using various scales which were used in studies showing similarity to the present research and were tested in terms reliability and validity. Data were collected from 396 participants consisting of local and foreign guests staying in the boutique hotels in Cappadocia Region. The obtained findings from the data analyzed through SPSS indicated that there were strong, positive relationships between quest experiences and future behavioral tendencies.

Keywords: Experiential Marketing; Boutique Hotel Guest Experiences; Guest Experience Management; Boutique Hotel.



MARKETING STRATEGIES OF TRADITIONAL ARTS PRODUCTS AS A TOURISTIC PRODUCT: SUGGESTIONS ON REGION AND PRODUCTS IN TURKEY

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Abstract

Turkey has a large potential in terms of traditional arts. Each produced work of art reflects the characteristic features of the region or the human community to which it belongs with the contributions of its raw materials, design, production technique, producing person or persons. It is possible to convert art products of the regions into economic value by adding brand value. The problem in converting products into economic value is the marketing, not the production. It is necessary to create a brand strategy for marketing.

In this study, in general, the necessity of the formation of regional art products brand concept was discussed with an innovative perspective on the process of converting into economic value, and the issue of what needs to be done on the basis of regions was investigated.

Keywords: Traditional Arts, Marketing, Brand



**ANALYSING OF THE MARKETABILITY OF CUISINE OF EGIRDİR IN
TERMS OF BRAND IDENTITY FACTORS: AN ANALYSIS WITH “IMPOR-
TANCE PERFORMANCE ANALYSIS”****Ömer Kürşad Tüfekci***Süleyman Demirel University, ISPARTA/TURKEY***Gürkan Kalkan***Süleyman Demirel University, ISPARTA/TURKEY***Nezihe Tüfekci***Süleyman Demirel University, ISPARTA/TURKEY***Abstract**

Factors of brand identity come to the forefront as the determinant of competitive superiority in terms of destinations. In this context, there can be many different brand identity factors of destinations. In this study, it has been aimed to determine the brand identity factors which can come to the forefront in the marketing of the cuisine of Egirdir by correlating the factors which make up the brand identity factors and the marketing of Egirdir cuisine. In this context, the brand identity factors of Egirdir destination and the factors that make up the Egirdir cuisine have been presented. Data have been collected from the businesses which offer the cuisine of Egirdir and the customers who eat the food of Egirdir. Face to face meeting technique has been used. The data which have been collected have been analyzed with “Importance Performance Analysis”. The agents that make up the cuisine of Egirdir and that can represent it have been identified. The marketability of Egirdir cuisine has been evaluated in terms of the brand identity factors in the analysis which have been carried out in the evaluation of hypothesis. Meaningful differences have been found between their participation degree and their marital status, age, total income and education level. The results of the research have put forward that Egirdir cuisine has important factors in terms of brand identity factors and these factors could play crucial role in the marketing of Egirdir cuisine and Egirdir destination.

Keywords: Brand Identity, Cuisine of Egirdir, Importance Performance Analysis.



THOUGHTS ABOUT SEX DISCRIMINATION IN SECTOR BY STUDENT WHO ARE IN GASTRONOMY AND CULINARY PROGRAM

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Abstract

Production of food that are valid in all period shave in an important area of employment. Consequently employment is increasing demand in this area and passed the day. Looking at the profile of employees in the manufacturing process seems to be a significant differences in the number of male and female workers. This difference requires the examination of gender discrimination insector. The perception of the potential workforce participated in this study may be the subject of food production process is handled. The study was carried out which food manufacturing, which employes one gastronomy and culinary arts training students in the field of recruitment and promotion process in the kitchen in order to determine their thoughts on sex discrimination. In the research Gazi University and Akdeniz University faculty of tourism connected to gastronomy and culinary arts program students face to face survey technique was applied. The data of there search were analyzed by a statistical software package programme. In the analysis of data frequency, factor test and one way ANOVA analysis of variance factor was used.

Keywords: Sex Discrimination; Gastronomy and Culinary Program; Student Perception



**THE IMPORTANCE OF ENERGY COST REDUCING IN HOSPITALITY
BUSINESS, SAMPLE OF BELEK REGION****Bahar Acar***Akdeniz University, Social Sciences Institute, ANTALYA/TURKEY***Mehmet Selman Bayındır***Suleyman Demirel University, Social Sciences Institute, ISPARTA/TURKEY***Abstract**

Every year growing tourism sector, potential is quite high on protection of the environment and energy efficiency. The leading hotels of the tourism industry, has a huge impact on the environment. The greening of the tourism sector is primarily a result of the development of the local economy, increase employment and hence poverty reduction will provide positive benefits to the social environment. In this study, without damaging the natural resources of accommodation establishments, renewable and eco-friendly practices is examined with electrical energy production associated the reduction in energy costs. In this context, qualitative research is adopted, face-to-face with senior executives of 5-star accommodation facilities operating in Belek area, and through field reconnaissance. Research is continuing. Participants were asked seven questions. In the study were investigated, electrical energy consumption, efficient use of water, benefiting from renewable energy sources. As a result of obtained knowledge and observation, natural ways has reduced the cost to produce electricity all the same, concluded that may be preferred by tourists.

Keywords: Sustainable Energy, Cost, Tourism, Green Energy



HOTEL WORKERS EXAMINED IN TERMS OF DEMOGRAPHIC VARIABLES, THE PERCEPTIONS OF SOCIAL WELL-BEING: THE EXAMPLE OF ANTALYA PROVINCE

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Abstract

In the process of redefinition with the emerging health of the World Health Organization, no longer just the favor of the individual physiological well-being, but also to examine the situation began to favor psychological and sociological well-being. Hotel guests especially the well-being of their employees and businesses that you communicate face to face with examining the provision of necessary support sustainable tourism development, improving customer satisfaction, increasing productivity, and in many other areas is important for businesses.

The aim of the study; In the province of Antalya, which operates in the hotel industry in terms of the demographic variables of the level of social well-being of employees is examined. Data for this purpose, operating in Antalya, the hotel running businesses were obtained from 250 personnel. To determine the perceptions of employees' social well-being Keyes (1998) developed by social well-being (social well-being) scale was used. The analysis of the data obtained as a result of the evaluation of this scale in the light of employees in the hotel industry for the social well-being of their perception in the positive direction for increasing recommendations are presented.

Keywords: Tourism ,Social Well-Being, Hotel Employees



A STUDY ON DETERMINING ATTITUDES AND BEHAVIORS OF INDIVIDUALS TOWARDS LOCAL PRODUCTS IN MANISA PROVINCE: THE CASE OF MESIR PASTE

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Abstract

Some of the local products are region specific and the region is remembered with them. There are also local products with a long past which are not only known in their environs but also famous in other places. Mesir paste, which is one of these products, is traditional food produced by mixing a lot of spices and herbs. Knowledge of the rheological properties of products liquid and semi-liquid in character which are produced in industrial scale is of great importance for ensuring the processing and quality control of the product. With this sense, this study aims to investigate the preferences (packaging, product range demand, quality, hygiene, etc.) of the individuals living in the area since they are significant in determining the attitudes and behaviors towards local products.

In line with the importance of the research, mesir paste indirectly affects the economy of Manisa province and the country. Regularly organized every year, the Manisa Mesir festival brings a lot of economic benefits to Manisa province. In addition, it contributes to various types of tourism such as faith tourism as it is believed to have healing effects, health tourism since it is thought to be a food product and source of remedy, and tradition and gastronomy tourism. Also, the study covers some suggestions by determining the attitudes and behaviors of individuals and their desires and expectations so that local products can be protected and be sustainable.

First, the knowledge, attitudes and behaviors of individuals in purchasing mesir paste were analyzed using 5-point Likert scale with 13 variables and the variables were collected under a factor with the help of factor analysis. The factor loads listed under a factor as a result of factor analysis were analyzed as one of the independent variables affecting the awareness level of the individuals about the local product. In the research, Binary Logit model was used to determine the factors affecting the local product preferences of the individuals. The awareness level about local products decreased as the age increased, and this may have stemmed from the fact that young people preferred mesir paste more. The result of the analysis revealed that the consumption preference of 0-6 age group children was less than that of older age groups. From the analysis, it can be inferred that the product addresses young age group more than children and older people. It was determined as a result of the analysis that families with children older than



0-6 years old consumed the product as they liked it. The packaging of the product in question was also one of the possible influential variables on awareness level. The packaging, which is also valued by manufacturers, as revealed by the study as well, has a positive influence on individuals, and it is a variable that is important in preferring a product.

Keywords: Local Product, Behavior, Knowledge, Factor Analysis, Mesir Paste





THE EFFECTS OF TURKISH FOOD CULTURE AND TECHNOLOGICAL DEVELOPMENTS ON THE FOOD CULTURE

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Eating, which is a biological need, is a part of cultural values handed down from generation to generation in addition to being a necessity for survival. People now prefer fast food or snacks which give them a feeling of satiety because dishes in Turkish cuisine are mostly difficult to make; working people have lack of time; single people live separately and urban life is challenging and busy etc. With technological developments that rapidly proceed today, some changes have been observed in food culture as in many other things. In this study, the effects of technological developments on food culture are researched.

Keywords: Food Culture, Technology and Food, Technological Developments.



**THE EFFECTS OF COMPETITION AND DIFFERENTIATION ON HOTEL
ROOM PRICES: EVIDENCE FROM CHAIN HOTELS IN ISTANBUL, TUR-
KEY*****Arzu Gürdoğan***Mugla Sıtkı Kocman University Ortaca Vocational School, MUĞLA/TURKEY***Feridun Duman***Mugla Sıtkı Kocman University Ortaca Vocational School, MUĞLA/TURKEY***İsa Çelik***Mugla Sıtkı Kocman University Ortaca Vocational School, MUĞLA/TURKEY***Selma Atabey***Mugla Sıtkı Kocman University Ortaca Vocational School, MUĞLA/TURKEY***Abstract**

Product differentiation is one of the key attributes for hotels to avoid direct competition with one another and thus obtain superior performance. Particularly, hotels compete to reflect what they offer to their multiple targeted markets with a price at a location. Within this context, this study aims to examine the effects of competition and differentiation on room prices in urban hotels, more specifically chain hotels in Istanbul, Turkey. More specifically, it investigates the effects of quality starting, types of chain hotels on room prices in Istanbul. The sample covers 87, regionally, nationally and internationally affiliated hotels operating in the 1-5 star category in Istanbul. Data for room prices (a single room and double room including breakfast booked from a single day to three months) were collected through the hotels' websites online room booking facilities and telephoning, for some hotels, over the period of March-June 2013. The results suggest that the hotel prices are positively affected by the differentiation of the hotels in Istanbul, especially more in week days than weekends upon room prices.

Keywords: Differentiation, Competition, Pricing, Chain Hotels

** This paper was not presented by author(s)*





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