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Analyzing the Domain of Analytics Research

Mohammed Al Saigh

Abstract

The field of analytics occupies a large spectrum of research and development across the disciplines of science and technology. The implications of the term 'analytics' and associated research are of great importance to both industry and academia. This term has a widespread usage in many contexts. Defining and elaborating analytics research more precisely is a step forward to accelerating/stimulating research in this area. In this article, we analyze and explore the domain of the definition of analytics research from the information systems viewpoint. This is achieved by investigating the literature on Information Systems in order to extract the actual usage of analytics in both academic and practice environments. We conclude that the scope of analytics embodies five components namely, Technology, Applications, Methods, Results, and descriptors. We offer some justifications to a claim that this definition has made business analytic research more focused and more productive.

Evolution of E-Health in Saudi Arabia: Mobile Technology and M-health

Awad Saleh Alharbi

Abstract

Medicine, to date, remains as an information intensive discipline since the onset days of practice. Back then, the pearls and nuggets of wisdom were orally passed on from one generation to another as well as through apprenticeship. At the base of health and medicine lies informatics helping to store, access and retrieve humongous amounts of data for patients, conditions and ailments. Today, medicine and health have evolved to breed the present day medical practice built on tenets of electronic health (E-health). The modern trendy milestones enable rapid dissemination of new information such as outbreaks through electronic access to fundamental relevant sources such as electronic journals, shared patient data and other electronic reference websites. In a nutshell, e-health transformed and digitized the world to the benefit of medicine. In as much as having this information electronically available are beneficial, medical practitioners such as doctors are immobilized to workstations, centers and immobile desktop computers. The next era in e-health involves gaining rapid access to storage and creation of materials in a convenient manner. A fundamental tool to this is a smartphone. On its part, Saudi Arabia has developed a two phased e-health vision achievable by 2020. The author of this paper develops a masterpiece that will help nurture the next phase of Saudi Arabia's e-health vision, m-health.

En Etkili Bilgi Paylaşımı Yöntemlerinden Biri: “Sinerji”

Emel Özdemir

Abstract

“Sinerji”, ne ifade ediyor sizce bu kelime? Son zamanlarda kulağımıza sıkça ilişen, farklı farklı alanlarda kullanılmaya başlayan ve one plus one equal three sonucu gibi ifadelerle tanımlanan “sinerji” kelimesi tam anlamıyla neye karşılık gelmekte? Telaffuzunda bile bir etki, bir merak uyandıran bu kelime hakkında az şey duymamıza ve okumamıza rağmen, galiba çoğumuz bu kelimenin tam anlamıyla ne olduğunu, detayıyla bilmiyoruz. Ancak, henüz yeni bir ifade olan “sinerji”, öyle geniş alanlarda yer bulacak bir tanım ki, sanırım zamanla hepimiz bu ifadeden bahseder olacağız.

Bilgisayar Destekli Eğitimde Teknolojik Kolaylaştırıcı Olarak Facebook Platformu ve Avantajları

Behiç Alp Aytekin

Abstract

Bilgisayar destekli eğitimde bilgi ve deneyim içeriğine erişmeye çalışırken temel noktalarda aksamalar olduğu düşünülmektedir. Temel sorunsal, teknoloji ile karşılaşan öğrencinin, bu etkileşim sürecini başka bir aracı olmadan sağlıklı bir şekilde tamamlayamamasıdır. Gündemdeki uygulamalarda, teknoloji, etkileşimi kolaylaştırıcı bir rol üstlenmekten öte temel ve tek araç rolündedir. Çeşitli araştırmalar etkileşime destek olacak şekilde bir aracının varlığını önemli bir gereklilik olarak önermektedir. Bu çalışma, teknolojiyi temel araç olarak görmek yerine, etkileşimin sağlıklı ve eksiksiz yürümesini sağlayacak bir kolaylaştırıcı olarak ele almayı tercih etmektedir. Teknolojik etkileşimden kolaylaştırıcı olarak bahsedildiğinde ise sosyal medya ve özellikle Facebook gündeme gelmektedir. Günümüzde hala en aktif kullanıcı sayısı bu platformda bulunmaktadır. Çalışma Facebook’un bir etkileşim platformu olarak; paylaşma, beğeni, bildirim, sayfa-grup yapılanmaları, yorumlama, rekabet ve takip gibi temel etkileşim aksiyonları aracılığıyla sunduğu hazır platformu, bilgisayar destekli eğitimde sağladığı avantajlar açısından tartışmaktadır. Bu tartışmayı yürütmek adına, alanda yapılan çeşitli teorik ve saha çalışmalarına ait detaylar incelenmekte ve öne sürülen görüşler üzerinden platformun avantajlarına dair unsurlar saptanmaktadır.

Representation of Girls in The Case of Ayşe Polat’s “En Garde” Movie

Emine Uçar İlbuğa

Abstract

Ayşe Polat usually mentions migration and immigrants in her films. However the identification process, growing problems, different orientations, impropriety, rootness, capability of being everywhere at the same time, gender roles, existence problems, loves, daily lives, expectations, dreams of the young immigrant individuals are not presented as an absolute problem in her films. “En Garde” movie which was directed by Ayşe Polat and won Silver Leopard Award in Locarno Film Festival will be analysed in this study. The film is about Berivan who takes refuge in Germany with her family. Berivan loses her family in an accident, begins to stay in a catholic hospice and then she meets Alice who is 16 years old. The film also mentions friendship between two girls, concern for the future of both of them, their daily life problems, lonelinesses and their solidarity with each other in the process of existence struggles.

Consumer Behavior of Smartphone Users in Turkey: A Qualitative Research on Baby Boomers

Dr. Figen Ebre, Meltem Güler

Abstract

Over the last few years, millions of users have switched from regular phones to smartphones. Smartphone usage varies considerably between different users, ranging from a couple of hours to 14 hours per day. Various features of smartphones make them good candidates for the delivery of behavioral interventions. First, as portable devices that are highly valued by individuals, they tend to be switched on and remain with the owner throughout the day. The literature on smartphone app feasibility and acceptability is encouraging. The exploration of user viewpoints has often been limited and fairly superficial. There is little in depth, qualitative research allowing users to describe their experiences, views, and usage patterns. Several important areas are inadequately addressed by previous research. First, there is an absence of research on how older adults perceive and use apps for behavior change. Few reports exist discussing the development of interventions for this population. Given

the lack of knowledge about smartphone addiction, the use of a qualitative method was deemed appropriate. We adopted an inductive strategy to investigate the antecedents, behaviors and outcomes associated with smartphone addictive use. A total of 12 participants were recruited. All participants completed a brief questionnaire providing demographic, lifestyle, and smartphone-related data. Participants comprised of 6 females and 6 males. Each session was guided by an interview schedule adapted from the Questionnaire of Vaghefi et al. (2016) to assess more objectively the level of smartphone dependence of our interviewees. The coding was validated by two researchers. A consensus approach was used to resolve discrepancies. From our data analysis, we identified some patterns and could distinguish profiles of smartphone users.

STRATEGIC PLANNING PRACTICE OF THE TOP 500 COMPANIES: CASE OF KONYA

Gorkemli H. Nur, Özcan Hatice, Buyuksari Pinar, Isik Tahsin

Abstract

Strategic plan can be defined as organization's plan which is chosen among the alternatives and determines the vision and mission by taking into consideration the external threats and opportunities under given the conditions of organization's strengths and weaknesses. It determines the paths, methods and resource distribution of the companies to reach the strategic goals. Analysis of external and internal conditions is important components of strategic planning. Then mission and vision are redefined to determine the new path for organizational goals. Under today's circumstances strategic planning is an integral part of corporate communication. The purpose of the study is to determine whether this concept is understood and practiced professionally among top level companies. City of Konya's eight companies, which were among Turkey's top 500, were examined. Interviews were performed with the companies' senior level managers. With the questions, it was tried determine whether the concept of strategic planning was understood and practiced effectively in their management activities. Study showed that only three of companies had strategic plans, whereas five of the companies didn't have any. It was seen that each company had different strategic planning/planning practice experiences.

The Effect of Desire and Emotions on Consumer Behavior: An Explanatory Study

Izem Zeynep Bulut

Abstract

In contemporary world, with the affects and the spread of the globalization, consumerism became the central point of our lives. Being consumer means not only using-buying the goods and services but also means to be labeled as “consumers” in sociological level. Consumption can be conceived as an essential part of identity building-maintaining processes. In post-modern societies, desires, emotions, images counted as sociological needs and these need to be fulfilled by individuals. In this study, objectives; which are the injection of emotion to the sociology of consumption, how heuristic is the notion of emotion for sociological consumption is going to be put forward. Emotions are also infused with cultural meaning as well as they plays an imaginary role on psychological level. Since it is researched that the consumption of good are not only about utilitarian value of an object also carries symbolic meanings and semiotic codes. For an emotion to be activated- attractive for the individuals, elements such as; cognition, evaluation, reaction, affect and motivation need to be put forward. Consumption always carries out and creates the social relationship, which is between self itself and with the others in society. Psychoanalytical analysis on a commercial is also going to be made in order to conclude this study.

Marketing of the Body: Policies and Strategies for a Limited Product

Fatih Keskin

Abstract

It is accepted that, the idea of natural physical life’s impossibility corresponds to the permanent mediation of culture through the body and to “every culture generated its own physical culture” determination. This response is supported by the argument, which states that the social power’s political form always displays hegemonic body images, reflects ideal body criteria. Moreover, sovereign power and gender order also maintains the systematization of body. Especially today, need to be perceived as a largescale political-ideological-economic project for the reformation of body. This study moves from the understanding of modernity’s “free life of body” motto, also

from the idea of body's multi-explanational structure consists of political demands. This means the colonization of body through technology and practises, which created some desires as; immortality, delaying of aging, prevention of a disease and physical collapse, "feasibility" of a healthy and youthful appearance. These desires operates according to "principle of hope" and promises a market that offers different opportunities for individuals. This study build it's basis to the assigned meanings of body by New Right and also problematizes the presentation of corporeality by marketing strategies. These assumptions will be carried out by the definitions of; Kreisky's, Haug's, Martin's, Bauman's "human model" theories.

Distance Learning in Saudi Arabia: The Revolution in Higher Education and the Needs of the New Academic

Mohammad Fhaid Alharby

Abstract

The recent academic revolution within higher education in the past half of century brought about remarkable developments in delivery and pursuit of higher education. The most notable achievement was birth of distance learning that has resulted in unprecedented transformation both in diversity and scope. Distance learning in Saudi Arabia may be attributed to emergence of instructional and information technologies as well as their influence on learning and teaching. This new learning trend has enshrined mandatory equipping of teachers and students alike in educational institutions with fundamental skills and knowledge to cope with emerging challenges. The urgent quest for distance learning in KSA arose from massive growth in population vis-à-vis scarcity of resources and teachers in quality and quantity, plus the need to cut down financial costs. From as early as 1954, distance learning in KSA has evolved over three generational developments, namely correspondence study, multimedia distance teaching and interactive, web based instructions. It gained traction, interest and recognition among academics, academic institutions and students, although at a relatively slow pace. The author of this paper devours into history, growth and future of distance learning in KSA analyzing potential need and overall consequences on different stakeholders. The author further discusses the modern evolutions in distance learning such as e-learning and mlearning.

Phase transitions' in time series for arriving and household domestic tourism statistics

Sergey Borisenok

Abstract

The normalized time series over arriving and household domestic statistics for different types of expenditures (package tours, accommodation, food-beverage, health, tour services, GSM roaming, clothes-shoes, souvenirs, carpets-rugs) in the period 2003-2016 in Turkey touristic sector have been investigated by the application of nonlinear statistical analysis (entropy evaluation via Hurst exponents, fractal Hausdorff dimension in the state space). We demonstrate the existence of 'phase transitions' for the particular expenditures in different time periods. Our approach opens a gate for studying chaotic components in touristic time series and for developing nonlinear dynamical model in the multi-dimensional state space of touristic expenditure variables.

Yazılı Basında Yer Alan Dövme ile İlgili Haberlerin Söylemlerine Eleştirel Bir Bakış

Dr. Sibel Karaduman, Arzu Tavman

Abstract

Bakanlar Kurulu kararı ile Milli Eğitim Bakanlığı'nın Orta Öğrenime bağlı okullarda, Orta Öğretim öğrencilerini kapsayan kılık kıyafet yönetmeliğinde yapılan değişikliğin 26.09.2014 tarihinde Resmi Gazete'de yayınlanmasının ardından, yönetmelik içeriğindeki bazı maddeler Türkiye'de yazılı basın gündeminde yer bulmuştur. Özellikle maddelerden birinde dövme ve piercing uygulamalarına yasak getirilmiş olması üç gün boyunca yazılıbasın haberlerinde ele alınmıştır. Bu çalışmada, yönetmelikte yapılan değişikliğin ardından dövmenin yasaklanmasının yazılı basındaki haberleştirilmesi konu edilmiştir. Değişen yönetmelik kapsamında dövme haberlerinin söylemleri, Türkiye'deki ana akım medya söylemleri bağlamında incelenmiş, düzenlemeyle ilgili farklı bakış açıları saptanmaya çalışılmıştır. Çalışmada simgelerin sembolik dil aracılığıyla anlam inşası oluşturmadaki rolü temel alınmış ve değerlerin medya metinlerinde nasıl ve hangi bağlamlarda yeniden üretildiği çözümlenmeye çalışılmıştır. Türkiye yazılı basınından beş ana

akım gazetedeiki dövmeyle ilgili haberler, Teun Van Dijk'in eleştirel söylem çözümlemesi model alınarak incelenmiş ve gazetelerin temsil farkları makro ve mikro yapıda analiz edilmiştir.

Implementation of Talent Management Strategy for Construction Sector

İkbal Erbaş

Abstract

One of the most important problems that organizations are faced with is selection of the most talented employees between the candidates and maintaining these talented employees' work commitment during their working life. Beside the different human resource strategies, today talent management strategy has become to be implemented increasingly in different fields. With the changing competitive conditions, organizations aim to increase their competitiveness by the majority of the talented employees that they have. For construction companies the number of the talented employees is an important criteria to assume a new work too. This study reveals expected contributions of the talent management strategy to the construction sector. For this purpose main benefits will be determined that construction companies may get by using talent management strategy.

From the Discourse of Nation to Islamic Ummah: Analysis of the Balcony Speech of Presidential Election in 2014 by means of Fairclough's Discourse Analysis

Remzi Bilge, Burcu Kaya Erdem

Abstract

The sultanate of 623 years and the caliphate of 1292 years were abolished as a result of Kemalist revolution. Turkey was reconstructed as a Western type nation state and its official discourse was also reconstituted according to this ideal. On the other hand, any counter-

discourse attempt was strictly prevented. Justice and Development Party (JDP) has become a turning point in the political experience of Turkey since 2001 when the party was established. It can be said that Recep Tayyip Erdoğan, the founding general president of JDP, is the last and the most successful representative of this counter-discourse. The balcony speech Erdoğan made after his triumph in the presidential election which was held for the first time in Turkish history is a significant example the elements of this counter-discourse can be found. In this paper, the balcony speech of Erdoğan will be evaluated by means of Fairclough's discourse analysis which comprises three phases: text analysis, processing analysis and social analysis.

Study of the antifungal (*Trichophyton rubrum*) activity of olive leaves extracted in the intestinal of mice

Buthina abdulhameed, Hiba Younes, Reem suheel

Abstract

Twenty mice were used in study divided into two groups, the first group (control) include mice , while the second 10mice and the group was infected by a fungus *Trichophyton rubrum* then treated extract olive leaf Extracts were prepared from dried and powdered leaves with solvents (, ethanol,) treated extract olive leaf (0.5mg\ml)for a month (o.5ml) a day for a month to observe effects therapeutic extract in organs (small and large intestine), has been observed histological changes when fungal invasion and after treatment compared with the control group, where it was noted therapeutic response of structures of the gut

REHA ERDEM SİNEMASI'NDA UZAM, ZAMAN BELLEK ÇERÇEVESİNDE "KOSMOS" FİLMİ

Yüksel Doğan

Abstract

Son dönem Türkiye Sineması'nın önemli yönetmenlerinden biri olan Reha Erdem'in 'Kosmos' adlı filminin uzam, zaman ve bellek açısından irdelenmesi bildirinin ana hedefidir. Bu çerçevede

bir taraftan sinemanın uzam ve zamanla karşılıklı ilişkisi irdelenmekte diğer taraftan da sinemanın kendi uzam ve zamanını nasıl biçimlendirdiğine, nasıl dönüştürdüğüne değinilmektedir. Türkiye Sineması'ndaki dönemlerin bu iki kavram üzerinden kısa bir değerlendirmesinin ardından Reha Erdem sinemasının yarattığı atmosferdeki tüm uzam ve zamanın özellikleri incelenmektedir. Sinema aygıtı, günümüze kadar uzanan süreçte; tüm teknolojik, sosyo-ekonomik süreçlerden etkilenerek kendi yapısal özelliklerini deneyleyerek, sorgulayarak, dönüştürerek, yeniden tanımlayarak, eksiltip çoğaltarak sinema sanatı olarak kendini kanıtlamıştır. Bu süreç kesintisiz devam etmektedir. Tüm bu süreçler boyunca anlatı ve temsil yapıları uzam ve zamanın dönüşümlerini etkileyerek ve onlardan etkilenerek yeni biçimler geliştirmiştir. Tüm bu süreci şekillendirirken kendine özel öğeler (senaryo, kurgu, kamera, oyuncu, ses, müzik vb) üzerinden kendi anlatı kalıbını üretmektedir. Reha Erdem'in yarattığı atmosferin uzam –mekân, hareket, varlık/ beden- ve zaman kalıplarının sorgulanması yönetmenin sinemasal bakış açısını ortaya çıkaracaktır. Bu sorgulama 'Kosmos' üzerinden gerçekleştirilerek filmdeki atmosfer ve temalar üzerinden yönetmenin çok katmanlı anlatı yapısı çözümlenecektir.

Artificial neural network approach for transient forced convective heat transfer optimization

Ahmet Tandiroglu

ABSTRACT

This present research uses artificial neural networks (ANNs) to analyze and estimate the influence of transfer functions and training algorithms on experimentally determined Nusselt numbers, friction factors, entropy generation numbers and irreversibility distribution ratios for nine different baffle plate inserted tubes. Nine baffle-inserted tubes have several baffles with various geometric parameters used in the experiments with a baffle area blockage ratio of two, with different pitch to diameter ratios, different baffle orientation angles and different baffle spacings. The actual experimental data sets were used from previous author's studies and applied as a input data set of ANNs. MATLAB toolbox was used to search better network configuration prediction by using commonly used multilayer feed-forward neural networks (MLFNN) with back propagation (BP) learning algorithm with thirteen different training functions with adaptation learning function of mean square error and TANSIG transfer function. In this research, eighteen data samples were used in a series of runs for each nine samples of baffle-inserted tube. Reynold number, tube length to baffle spacing ratio, baffle orientation

angle and pitch to diameter ratio were considered as input variables of ANNs and the time averaged values of Nusselt number, friction factor, entropy generation number and irreversibility distribution ratio were determined as the target data. Up to 70% of the whole experimental data was used to train the models, 15% was used to test the outputs and the remaining data points which were not used for training were used to evaluate the validity of the

ANNs. The results show that the TRAINBR training function was the best model for predicting the target experimental outputs. Almost perfect accuracy between the neural network predictions and experimental data was achieved with mean relative error (MRE) of 0,000105816% and correlation coefficient (R) that was 0,999160176 for all datasets, which suggests the reliability of the ANNs as a strong tool for predicting the performance of transient forced convective heat transfer applications.

Influence of gas phase plasma and high power ultrasound on fatty acids in goat milk

Anita Jurić a, Ivančica Delašb, Tomislava Vukušićc, Slobodan Miloševićd, Anet Režek Jambrakc, Zoran Hercegc

Abstract

The aim of this study was to ascertain whether and how high power ultrasound (HPU) and gas phase plasma (GPP) treatments affect the fatty acids composition and sensory properties of goat milk. Changes in the composition and the content of FA in goat milk were analyzed using the STATGRAPHICS Centurion computer program and the response surface methodology. Monounsaturated fatty acids (MUFA) were reduced from initially 16.9 % to 14.5 % for both, GPP and HPU treatment. Polyunsaturated fatty acids (PUFA) decreased from 8.3 % in control sample to 2.7 to 4.6 % in GPP treated samples, depending on applied parameters. HPU treatment reduced the content of PUFA to 2.6 to 5.4 %. These changes were not detected in pasteurized milk samples. Sensory evaluation has shown that HPU and GPP treatment had statistically significant effect on the overall sensory score of milk ($P < 0.05$) whilst for pasteurized samples there was no significant difference ($P > 0.05$). HPU treatment longer than 6 min resulted in milk tasting like "foreign-metal", "burnt" and "rubbery". GPP treatment also resulted in a taste like "burnt", and unpleasant "ozone" odor was detected.

Kantian State and International Relations

Gözde Yirmibeşoğlu

Abstract

According to Kant enactment and execution of rights depend principally on the state. That is the reason why he gives major importance to the connection between the state and rights. In his conception, the state is the guarantor of the rights. He declares that only if basic rights are provided and assured by the state, a society can function politically. He states that only a patriotic government can offer the liberty of individuals. Each individual of the society lives under the guidance of the ruler of the state. He argues that as if the individuals of the natural state sign a social contract so as to construct civilized society, the states would willingly sign a social contract in order to end anarchy in the international arena, to stop the war and promote a perpetual peace. Thus, his argument of contract among the states of the international arena to end wars and settle perpetual peace is the focus debate of this study. This argument is analyzed in this research so as to explore his contribution to the international relations and peace. The method chosen is literature review. Moreover, the conclusion is his great impact on the area of international relations.

CANCER: A BRIEF OVERVIEW ON NATURAL TREATMENTS TO CONVENTIONAL THERAPY AND SIGNIFICANT INSTANCE FROM ANATOLIA

Canan Sevimli Gur

Abstract

Records of cancer cases are rising while positioning this disease as the second reason of death. Natural products have been used in the fight

against cancer as the basis for drug discovery and currently more than 70% of anticancer drugs have a natural source (1).

In addition, different nutritional natural products exhibited selective inhibition beside cancer cells. Scientists have found a selection of anticancer effects of nutritional medicinal plants, such as reducing tumor cell improvement and metastasis, defending against carcinogens, immunomodulating and developing effects of chemotherapeutic drugs (2).

Anthocyanins are reported to have antioxidative, anti-inflammatory and antimicrobial activities. There are also studies indicating that anthocyanins reduce the blood pressure, improve eyesight, and suppress the proliferation of human cancer cells (3).

In this study, it is aimed to explore anticancer effects of anthocyanins obtained from Anatolian plants. The activity was tested against breast adenocarcinoma, bone osteosarcoma, alveolar adenocarcinoma and neuroblastoma. The cytotoxic activity was remarkable in most of the cell lines where IC50 values below 5,5 µg/ml were attained.

CHILDREN PUSHED TO THE STREETS AND PRIORITIES IN SOCIAL RESPONSIBILITY PROJECTS

Suavi Tuncay, Canan Sevimli Gur

Abstract

Aim: In this study, it is aimed to assess concepts in relation to children who are left desolated and pushed to the streets, to solve crime and criminality problems with respect to scientific and judiciary points of view with documents obtained, to match the duties of the family, local governments and the state which are in focus of its essential foundation and to increase social responsibility awareness by reflecting some practices of violence within photographic measures.

Reasons of the problem: The fact of migration and urbanization, alienation and corruption, media and popular culture, rapid population increase, erosion of the family structure and family unity, indifference of institutional structures, lack of education and ignorance, communication disorder in Turkish, unemployment and problems of employment, lack of

legal sanctions, lack of civil society movements, corrosion of national unity perception.

Results: Expressions of desolated children and street children are wrong. There are only children who are left desolated and who are pushed to the streets. Those who govern the state should first preclude this population which is out of control and prior rehabilitation of those who will get married should be absolutely ensured. Those who govern the State should rehandle the legal regulations in compliance with contemporary norms and should match them with social education. Social responsibility awareness should replace humane sentiment. Efficiency should be sought for within public administration.

Tourist in Wonderland: The Architectural Image as a Part of Tourism Marketing

Hilal Tuğba Örmecioğlu

Abstract

The word "tourism" had emerged in end of 18th century related with the concept of "grand tour" which is a traditional trip undertaken mainly by upper-class Europeans across the Europe by train. After 1930's, when labor class get the rights for annual leave and increased automobile ownership, the word had been coincided with the short-term vacations to relaxing geographies such as beachfront, mountain side etc. In time, the host geographies earned a considerable amount of income from these short term vacations and tourism became an input for urban and architectural planning. Thereafter, architects aimed to increase the attraction of the "place" for tourists by using design.

Antalya had been one of these centers of attraction after 1980's. Since then, the city and its architecture have been reshaped on this ambition. In recent decades, this ambition reshaped the east of the city, especially after the area was declared as "Kemerağzı-Kundu Antalya Culture and Tourism Conservation and Development Area" by the Council of Ministers in 03.08.2004. Thereafter, the area has been redesigned for tourism marketing by architectural image production. The aim of this study is to discuss the notion of "created center of attraction" through the famous book of Venturi, "Learning from Las Vegas".

A descriptive study on the depiction of Jazz Age in Great Gatsby(2013) film subtitles from English to Turkish under Skopos Theory

Aslı Ö. Tarkçioğlu, Refika Zuhâl Gılc

Abstract

The subject matter of this study is the cultural depiction of Jazz Age with the subtitle translation of Great Gatsby's film adaptation from English into Turkish and its cultural, historical, moral and literary hints under Skopos theory. Before the film adaptations, the work created in the form of novel by Scott Fitzgerald and published in 1925. An audiovisual translation research is aimed to be held with the examination of the historical, moral and cultural elements in the subtitles under Skopos theory and its basic six rules. Translators are supposed to find the 'skopos' of the translation before translating the source text according to Skopos theory. In concise in this study; an investigation of the transmission of socio-cultural, historical concepts which are touched as faith, family, morality or social issues in the translation of the film will be analyzed in respect of the presentation of the Jazz Age in 1920s. The skopos of the subtitle translation of the film is naturally historicizing and keeping the original texture of the subtitles and depict the roaring 1920s.

Designing a jacket for motorcycle drivers by combination of leather and denim

Nilay Örk, Zümrüt Bahadır Ünal, Behiye Elif Şamlı, Hasan Özgünay

Abstract

In the wake of the development of apparel sector and the increase in consumer demands, designing clothes aimed at their intended use has gained importance. Visual and aesthetic designs in line with fashion

trends, as well as clothes that can meet technical requirements are used in numerous fields and there are many studies carried out on developing these technical textiles. Many clothes, examples of which could be given as those designed for firemen, swimmers and dancers, should have distinctive properties depending on their field of use and intended use, and should provide the user with protection and convenience in occupation. Leather is also frequently preferred as well as woven and knitted fabrics that are used in apparel production. In this study, leather jackets used by motorcycle drivers have been investigated. Motorcycles are generally ridden at high speeds and except their jackets, there is nothing else to protect the drivers against weather conditions and strong air flow. For motorcycle clothes, leather is usually preferred as material, however leather is an expensive material. In this study, materials of denim as a woven fabric and leather have been investigated in terms of cost and air permeability, and we have aimed at designing a reasonable motorcycle driver jacket. A leather-denim combination jacket has been designed, consisted of front and shoulders parts which are mostly exposed to wind, made up of leather material and other parts made up of denim fabric. The cost of this jacket has been assessed, comparing it to that of a full leather jacket, and a new product has been developed that could perform a similar function at a much cheaper price.

PSS and STATCOM Controller Design Using Fuzzy Logic Controller and Teaching-Learning Based Optimization

Ahmad Rouhania, Mahmood Joorabianb, S.Saeedollah Mortazavic

Abstract

STATCOM is one of the most significant devices in FACTS technology which is used in parallel compensation, enhancing the transient stability, limiting the low frequency oscillations and etc. designing a proper controller is effective in operation of STATCOM. In this paper a method is presented for the design of STATCOM and Power System Stabilizer (PSS) controllers in order to enhance the damping of the low frequency oscillations in power systems. The equations that describe the proposed

system have been linearized and a Fuzzy Logic Controller (FLC) has been designed for the PSS. Then, the Teaching-Learning Based Optimization (TLBO) is employed to search for the optimal STATCOM controller parameters. The proposed controllers are evaluated on a single machine infinite bus power system with the STATCOM installed in the midpoint of the transmission line. Moreover, a system performance analysis under different operating conditions and some performance indices studies show the effectiveness of the proposed controller.

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