



İSTANBUL AYDIN UNIVERSITY

İSTANBUL AYDIN UNIVERSITY CAMPUS PODIUM / UNIVERSITY E-BULLETIN AUGUST 16-31, 2024 ISSUE 45



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The Consul General of the Islamic Republic of Iran in Istanbul, Mr. Ahmad Mohammadi, met with the Chairman of the Board of Trustees of Istanbul Aydın University, Prof. Dr. Mustafa Aydın. During the meeting, a productive discussion took place to further advance academic and cultural collaborations between Iran and Turkey.



AYDIN AGENDA

2



Prof. Dr. Mustafa AYDIN, Chairman of the Board of Trustees of Istanbul Aydın University, visited Cyprus Science University's campus, where he serves as Honorary President, and inspected the new building construction and the registration office.

The Chairman of the Board of Trustees of IAU, Prof. Dr. Mustafa Aydın, together with the Chairwoman of the Board of Trustees of Cyprus Science University, Fatma Nur Aydın, and the former Rector of Istanbul Aydın University, Prof. Dr. Yadigar İzmirli, visited the Chairman of YÖDAK, Prof. Dr. Aykut Hocanın, in his office.



The Chairman of the Board of Trustees of Istanbul Aydın University (İAÜ), Prof. Dr. Mustafa Aydın, visited Yasin Ekrem Serim, the Ambassador of the Turkish Republic of Northern Cyprus (TRNC) in his office. During the meeting, topics related to education, academic exchange programs, and student mobility between the two countries were discussed.





NEWS FROM THE CAMPUS

5

Our Vice Rector, Prof. Dr. Zafer Aslan, has been honored with an Honorary Membership by the Organisation Scientifique et Technique Internationale du Vol à Voile (OSTIV)! We congratulate Prof. Dr. Aslan on receiving this prestigious title, awarded in recognition of his outstanding contributions and dedicated services during his term as a member of the OSTIV Board of Directors and as Chairman of the MP, and we wish him continued success.



İSTANBUL AYDIN
ÜNİVERSİTESİ

20 Yıl

İstanbul Aydın Üniversitesi olarak, Rektör Yardımcımız Prof. Dr. Zafer Aslan'ın **Organisation Scientifique et Technique Internationale du Vol à Voile (OSTIV)** tarafından **Şeref Üyeliği** ile ödüllendirildiğini büyük bir gurur ve heyecanla duyuruyoruz.

Bu prestijli unvan, Prof. Dr. Aslan'ın OSTIV Yönetim Kurulu üyeliği ve MP Başkanlığı süresince gerçekleştirdiği üstün katkılar ve özverili hizmetlerin bir takdiri olarak verilmiştir.

Kendisini bu değerli ödül vesilesiyle tebrik ediyor, başarılarının devamını diliyoruz.

Prof. Dr. Zafer Aslan

İstanbul Aydın Üniversitesi Rektör Yardımcısı



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We congratulate our ElektroAydın Team for advancing to the finals in the 'EFFICIENCY CHALLENGE' Electric Vehicle Competition by passing the challenging eliminations of TEKNOFEST.



IAU ACADEMICS IN VISUAL MEDIA

7

((●)) CANLI YAYIN **IAU BASIN**

PROF. DR. HÜSEYİN SELİMLER

İAÜ İKTİSADİ VE İDARİ BİLİMLER
DEKAN YARDIMCISI

16.08.2024 / 08.45
Cuma

SZC



((●)) CANLI YAYIN **IAU BASIN**

DR. ÖĞRETİM ÜYESİ HAZAR VURAL JANE

SİYASET BİLİMİ VE ULUSLARARASI İLİŞKİLER
ÖĞRETİM ÜYESİ

16.08.2024 / 12.00
Cuma

CNN TÜRK



((●)) CANLI YAYIN **IAU BASIN**

DR. ÖĞRETİM ÜYESİ NAİM BABÜROĞLU

İAÜ FEN-EDEBİYAT FAKÜLTESİ
TARİH BÖLÜMÜ ÖĞRETİM ÜYESİ

16.08.2024 / 16.05
Cuma

EKOLTV



((●)) CANLI YAYIN **IAU BASIN**

DOÇ. DR. GÖKÇEN ÇATLI

İAÜ FEN-EDEBİYAT FAKÜLTESİ
DEKAN YARDIMCISI

17.08.2024 / 10.00
Cumartesi

24.





IAU ACADEMICS IN VISUAL MEDIA

8

(((•))) CANLI YAYIN



USTA ÖĞRETİCİ
SANDRA ÖZ

GASTRONOMİ VE MUTFAK SANATLARI BÖLÜMÜ
USTA ÖĞRETİCİ

17.08.2024 / 13.00
Cumartesi

NOW



(((•))) CANLI YAYIN



ÖĞR. GÖR.
YELİZ ALBAYRAK

YABANCI DİLLER YÜKSEKOKULU

18.08.2024 / 21.00
Pazar



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(((•))) CANLI YAYIN



DR. ÖĞRETİM ÜYESİ
ÖZGÜR TÖR

İAÜ ULUSLARARASI İLİŞKİLER
ÖĞRETİM ÜYESİ VE TAM MÜDÜRÜMÜZ

16.08.2024 / 20.00
Cuma



(((•))) CANLI YAYIN



PROF. DR.
TARIK OĞUZLU

İAÜ FEN EDEBİYAT FAKÜLTESİ DEKANI

19.08.2024 / 21.00
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IAU ACADEMICS IN VISUAL MEDIA

9

((•)) CANLI YAYIN



PROF. DR.
R. KUTAY KARACA

İAÜ LİSANSÜSTÜ EĞİTİM
ENSTİTÜSÜ MÜDÜRÜMÜZ

19.08.2024 / 16.00
Pazartesi

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DR. ÖĞRETİM ÜYESİ
GÜVEN ÖZDEMİR

İAÜ ANADOLU BİL MYO
MÜDÜR YARDIMCIMIZ

26.08.2024 / 14.40
Pazartesi

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ABD nereye?

Ankara süreci

Our faculty member and EPPAM Director Asst. Prof. Filiz Katman has written columns on various topics in the Star newspaper.

FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

11

(((•))) CANLI YAYIN **IAU BASIN**

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HAZAR VURAL JANE

SİYASET BİLİMİ VE ULUSLARARASI İLİŞKİLER
ÖĞRETİM ÜYESİ

16.08.2024 / 12.00
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ÖĞRETİM ÜYESİ

18.08.2024 / 21.00
Pazar

HABER TÜRK

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Our faculty member Asst. Prof. Hazar Vural Jane made evaluations about the latest developments in foreign policy on various television channels



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**PROF. DR.
HÜSEYİN SELİMLER**

İAÜ İKTİSADİ VE İDARİ BİLİMLER
DEKAN YARDIMCISI

16.08.2024 / 17.00
Cuma

LİDER HABER

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İAÜ İKTİSADİ VE İDARİ BİLİMLER
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16.08.2024 / 08.45
Cuma

SZC

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Our faculty member and Associate Dean Prof. Dr. Hüseyin Selimler evaluated the latest developments on the economic agenda.



FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

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İAÜ ULUSLARARASI İLİŞKİLER
ÖĞRETİM ÜYESİ VE TAM MÜDÜRÜMÜZ

16.08.2024/ 20.00
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HASRET KAYA **DR. ÖZGÜR TÖR**
İSTANBUL AYDIN ÜNİ. ÖĞR. ÜYESİ

8 YIL SONRA FIRAT KALKANI HAREKATI
TÜRKİYE'NİN İŞARET ETTİĞİ BM SÖZLEŞMESİNİN 51. MADDESİ NE DİYOR?

18:36 **A TÜRKİYE'Yİ ZİYARET EDEN TOPLAM YABANCI ZİYARETÇİ SAYISI, YÜZDE 8,27 ARTAR** 2745.902

ARTI manşet

Our faculty member Asst. Prof. Özgür Tör made evaluations about the recent developments in the foreign policy agenda.



FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

14

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**DOÇ. DR.
MEHMET CEM OĞULTÜRK**
SİYASET BİLİMİ VE ULUSLARARASI İLİŞKİLER
ÖĞRETİM ÜYESİ

16.08.2024 / 16.30
Cuma

**NTV
Radyo**

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Our faculty member Assoc. Prof. Mehmet Cem Oğultürk made evaluations regarding the foreign policy agenda.



FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES

15

The article titled "Effect of COVID-19 on the mutual trade between Germany and the Visegrad Four," prepared by the Head of the Department of Economics and Finance at the Faculty of Economics and Administrative Sciences, Prof. Dr. Erginbay Uğurlu, and classified in the Q1 category, was published in the journal *Humanities and Social Sciences Communications*. We congratulate our academic and wish him continued success.



İSTANBUL AYDIN ÜNİVERSİTESİ | 20 Yıl

İktisadi ve İdari Bilimler Fakültesi Ekonomi ve Finans Bölüm Başkanımız Prof. Dr. Erginbay Uğurlu'nun hazırlamış olduğu **"Effect of COVID-19 on the mutual trade between Germany and the Visegrad Four"** başlıklı **Q1 kategorisinde** yer alan makalesi **Humanities and Social Sciences Communications** dergisinde yayımlanmıştır. Akademisyenimizi tebrik ediyor, başarılarının devamını diliyoruz."

Prof. Dr. Erginbay Uğurlu

www.aydin.edu.tr // [iaukampus](https://iaukampus.com)

The article titled "A Complex Game with Many Variables" by the Dean of the Faculty of Arts and Sciences, Prof. Dr. Tarık Oğuzlu, was published in Ekonomi Diplomatik on August 17, 2024.





FACULTY OF SCIENCE AND LITERATURE

17

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PROF. DR. TARIK OĞUZLU

İAÜ FEN EDEBİYAT FAKÜLTESİ DEKANI

19.08.2024 / 21.00
Pazartebi

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İAÜ FEN EDEBİYAT FAKÜLTESİ DEKANI

21.08.2024 / 16.00
Çarşamba

HABER TURK

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The Dean of the Faculty of Science and Literature, Prof. Dr. Tarık Oğuzlu, appeared as a live broadcast guest on various television channels.

On August 24, 2024, Prof. Dr. Tarık Oğuzlu, Dean of the Faculty of Arts and Sciences, published an article titled 'International Order and China' in Ekonomi Diplomatik.





FACULTY OF SCIENCE AND LITERATURE

19

(((•))) CANLI YAYIN **IAU BASIN**

DR. ÖĞRETİM ÜYESİ
NAİM BABÜROĞLU

İAÜ FEN-EDEBİYAT FAKÜLTESİ
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16.08.2024 / 16.05
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16.08.2024 / 16.05
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16.08.2024 / 16.05
Cuma

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Asst. Prof. Naim Babüroğlu, a faculty member of the history department, appeared as a live broadcast guest on various television channels.



FACULTY OF SCIENCE AND LITERATURE

20



Dr. Naim Babüroğlu

Ümmet mi, millet mi?..

Türkiye gün yüzü görmez

Asst. Prof. Naim Babüroğlu, a faculty member of the History Department, wrote columns in the Yeniçağ newspaper.

(((•))) CANLI YAYIN 

**DOÇ. DR.
GÖKÇEN ÇATLI**

İAÜ FEN-EDEBİYAT FAKÜLTESİ
DEKAN YARDIMCISI

 17.08.2024 / 10.00
Cumertesi

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**DOÇ. DR.
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İAÜ FEN-EDEBİYAT FAKÜLTESİ
DEKAN YARDIMCISI

tvnet. 19.08.2024 / 19.00
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Assoc. Prof. Gökçen Çatlı, a faculty member of the Sociology Department, has been a guest on live broadcasts on various television channels.

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SANDRA ÖZ**

GASTRONOMİ VE MUTFAK SANATLARI BÖLÜMÜ
USTA ÖĞRETİCİ

17.08.2024 / 13.00
Cumartesi

NOW

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The 'In the Kitchen with Memet Özer' program, where Chef Memet Özer and our Master Instructor Sandra Öz from the Gastronomy and Culinary Arts Department hosted Merve Yıldırım and Meliha Okur, was broadcast on NOW TV.



Asst. Prof. Hüseyin Kazan, a faculty member of the Journalism Department, provided training on 'Effective Communication Techniques in Education' for the teachers of the College of Contemporary Sciences, organized by the Press Promotion and Public Relations Department of IAU.

The study titled 'Professionalism? Restricting Expressions? Determining Journalists' Individual Social Media Uses Based on Institutional Guidelines,' authored by Assoc. Prof. Dr. Sertaç Kaya, Head of the Department of Journalism, has been published in the Erciyes Communication Journal.

Research Article | Araştırma Makalesi

Professionalism? Restricting Expressions? Determining Journalists' Individual Social Media Uses Based on Institutional Guidelines Profesyonellik mi? İfadelerin Kısıtlanması mı?: Gazetecilerin Bireysel Sosyal Medya Kullanımlarının Kurum Yönergeleri Üzerinden Belirlenmesi

 Sertaç KAYA (Assoc. Prof. Dr.)
Istanbul Aydın University, Faculty of Communication
Istanbul/Türkiye
sertackaya1@aydin.edu.tr

Başvuru Tarihi | Date Received: 25.02.2024
Yayına Kabul Tarihi | Date Accepted: 25.06.2024
Yayınlanma Tarihi | Date Published: 30.07.2024

Kaya, S. (2024). Professionalism? Restricting Expressions? Determining Journalists' Individual Social Media Uses Based on Institutional Guidelines. *Erciyes İletişim Dergisi*, 11(2), 405-422 <https://doi.org/10.17680/erciyesiletisim.1442004>

Abstract

The usage of social media by journalists might lead to problems with the conflict between their personal and professional identities. Because it can be difficult to distinguish between private and public posts, media companies are developing guidelines to regulate how their employees use social media. The study examines how institutional guidelines for journalists' use of social media can influence their personal use of social media. Through document analysis, the guidelines of both the BBC and Anadolu Agency in Türkiye were examined with the aim of uncovering the expectations of these institutions. Both documents were analyzed using the Python programming language. Furthermore, with the goal to uncover the journalists' perceptions of the guidelines, in-depth interviews were carried out with personnels from BBC and Anadolu Agency. The research showed that the guidelines were designed to safeguard corporate identity and reliability. Moreover, it was noted that the journalists who were interviewed did not view the guidelines as a form of intervention or censorship.

Keywords: Social Media, Journalist, Social Media Guidelines, Personal Identity, Professional Identity.

Öz

Gazetecilerin sosyal medyayı kullanması, kişisel ve profesyonel kimlikleri arasındaki çatışmada sorunlara yol açabilmektedir. Özel ve herkese açık gönderiler arasında ayırım yapmak zor olabileceğinden medya şirketleri, çalışanlarının sosyal medyayı nasıl kullanacağını düzenlemek için yönergeler geliştirmektedir. Çalışma, gazetecilerin sosyal medya kullanımına ilişkin kurum yönergelerinin, kişisel sosyal medya kullanımlarını nasıl etkileyebileceğini incelemektedir. Doküman analizi yoluyla hem BBC'nin hem de Anadolu Ajansı'nın yönergeleri incelenerek bu kurumların beklentilerinin ortaya çıkarılması amaçlandı. Her iki belge de Python programlama dili kullanılarak analiz edildi. Ayrıca gazetecilerin yönergeye ilişkin algılarını ortaya çıkarmak amacıyla BBC ve Anadolu Ajansı çalışanları ile derinlemesine görüşmeler yapıldı. Araştırma, yönergelerin kurumsal kimliği ve güvenilirliği korumak için tasarlandığını gösterdi. Ayrıca görüşme yapılan gazetecilerin yönergeleri bir müdahale ya da sansür olarak görmedikleri kaydedildi.

Anahtar Kelimeler: Sosyal Medya, Gazeteci, Sosyal Medya Yönergeleri, Kişisel Kimlik, Profesyonel Kimlik.

In the August 2024 issue of Varlık magazine, which features a special dossier on "Art as a Language of Communication," there is an article by Associate Professor Dr. Ayşegül AKAYDIN AYDIN from the Journalism Department titled "Culture and Literature Changing with Technological Developments."





Environment, Development and Sustainability (2024) 26:18439–18476
<https://doi.org/10.1007/s10668-023-03397-5>



Investigating the relationship between COVID-19 shutdown and land surface temperature on the Anatolian side of Istanbul using large architectural impermeable surfaces

Lutfiye Kusak¹ · Ufuk Fatih Kucukali²

Received: 23 November 2022 / Accepted: 18 May 2023 / Published online: 27 May 2023
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Abstract

Artificial impermeable surfaces are becoming more prevalent, especially in urban areas, as a result of shifting land use and cover, roads, roofs, etc. The modification of land surface temperature (LST) can also be accomplished through artificially impermeable surfaces. Large artificial impermeable surfaces, such as rooftops, parking lots, and other areas of use, can be found in industrial zones, shopping malls, industrial airports, and other locations. For the Anatolian side of Istanbul, 14 Landsat 8 OLI/TIRS imagery images over the years 2016–2022 were investigated. To evaluate how well the study's images could be utilized, correlation and cosine similarity approaches were employed. A total of 12 images may be employed for research LST studies, it was discovered. We looked at closure dates during the COVID-19 epidemic to find out how human migration affected the LST. In addition, the LST value was estimated using the ordinary least squares (OLS) method employing LST and other biophysical indices. A decrease in LST values was seen as a result of the investigation. High levels of similarity and correlation were found between the images used. Results from the Google Mobility Index also provide support to the study. All of these facts provide support to Istanbul's Anatolian side experiencing lower surface temperature values, which consequently affects the city's massive structures.

Keywords LST · OLS · COVID-19 · Large architectural impermeable surfaces · Cosine similarity · Correlation

Prof. Dr. Ufuk Fatih Küçükali, a faculty member of the Department of Architecture (English), has published a Q1 article indexed in SCIE.



FACULTY OF ARCHITECTURE AND DESIGN

27

On behalf of the Kerpiç'24 organization committee, I am pleased to confirm that your paper entitled *“Investigation Of Reconstruction Applications Of Monumental Structures And The Example Of Hagia Sophia Fatih Madrasah”* has been accepted for an oral presentation of 15-20 minutes at our *11th International Kerpik Conference, 12-14 September 2024, Kayseri, Türkiye*. My colleagues and I greatly appreciate your interest and look forward to your participation.

If you have additional questions, please feel free to contact us by email at info@kerpic.org by telephone at + 90 352 324 0000 or at +90 212 288 7879 .

On behalf of the conference organizing committee, we cordially welcome you to join us for this conference.

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'Bilge Işık'.

Bilge IŞIK
Conference Chair

Asst. Prof. Fatma SEDES's article titled 'Investigation Of Reconstruction Applications Of Monumental Structures And The Example Of Hagia Sophia Fatih Madrasah' has been published in the Revista De Education journal.



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FACULTY OF ENGINEERING

28

Prof. Dr. Zafer ASLAN served as a session chair at the 26th OSTIV conference held in Uvalde, Texas (USA) from August 19 to 23.



XXXVI OSTIV CONGRESS

**19 - 23 August 2024
Uvalde, TX, USA**



FACULTY OF ENGINEERING

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**Asst. Prof. Meral YILDIRIM YALÇIN's
project titled 'Optimization of
Symbiotic Yogurt Production Process
and Development of Its Digital Twin
Using Artificial Intelligence
Algorithms,' in which she is involved
as a researcher, has been accepted.
We congratulate our professor.**





Assoc. Prof. Hasan Volkan ORAL participated in a discussion on nature-based solutions and circularity on Agro TV.



FACULTY OF ENGINEERING

31

Assoc. Prof. Hasan Volkan Oral has been elected as the founder of the association titled 'Nature-Based Solution Proposals, Circularity, and Sustainability Practices,' which is the first of its kind in Turkey.

Doğa Temelli Çözümler Döngüsellik ve
DOSUDER
Sürdürülebilirlik Uygulamaları Derneği



FACULTY OF ENGINEERING

32

The Department of Food Engineering has been accredited by MÜDEK from September 24, 2024, until September 30, 2027, and has earned the EUR-ACE label.

MÜDEK





FACULTY OF ENGINEERING

33

Asst. Prof. Abdulkader ALWER participated as the opening speaker of the conference titled 'The Institutional Architecture and Tools of the Fourth Technological Revolution.'





SCHOOL OF FOREIGN LANGUAGES

34

(((•))) CANLI YAYIN **IAU BASIN**

ÖĞR. GÖR.
YELİZ ALBAYRAK

YABANCI DİLLER YÜKSEKOKULU

18.08.2024 / 21.00
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Our instructor, Yeliz Albayrak, made evaluations about the latest developments in foreign policy.

((●)) CANLI YAYIN 

DR. ÖĞRETİM ÜYESİ
GÜVEN ÖZDEMİR

İAÜ ANADOLU BİL MYO
MÜDÜR YARDIMCIMIZ

26.08.2024/ 14.40
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Our faculty member, Asst. Prof. Güven Özdemir, made evaluations about the weather on a live broadcast.

(((•))) CANLI YAYIN 

**PROF. DR.
R. KUTAY KARACA**

İAÜ LİSANSÜSTÜ EĞİTİM
ENSTİTÜSÜ MÜDÜRÜMÜZ

19.08.2024 / 16.00
Pazartesi



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Our faculty member, Prof. Dr. R. Kutay Karaca, evaluated the latest developments in foreign policy on various television channels.

DÜNYA



Azerbaycan ziyaretinde Ermenistan'a gözdağı



**Prof. Dr. Ragıp Kutay
KARACA**

DIŞ POLİTİKANALİZ

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Our faculty member, Prof. Dr. R. Kutay Karaca, has written column articles on various topics in Dünya Newspaper.



CONTACT

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