

International Conference on Foreign Language Education Begins



The 'Contemporary Issues in Foreign Language Education' themed International Conference on Foreign Language Education (ICONFLE) hosted by the Eastern Mediterranean University (EMU) Foreign Languages and English Preparatory School (FLEPS) got underway on Friday, the 20th of October 2017 at the Rauf Raif Denktaş Culture and Congress Hall, with the opening speeches that commenced at 09:00. The said conference provides the opportunity for language teachers and trainers to exchange ideas and share knowledge on contemporary issues regarding foreign languages. In his opening speech, EMU-FLEPS Director Asst. Prof. Dr. Ramadan Eyyam expressed his great pleasure in welcoming to the conference participants from all over the world, indicating that 60 representatives will be attending the conference with 41 presentations, 5 workshops and 15 poster presentations. Thanking everyone involved in the organization of the event, Asst. Prof. Dr. Eyyam wished the participants a fruitful conference. Speaking after Asst. Prof. Dr. Eyyam, EMU Rector Prof. Dr. Necdet Osam provided information about EMU, sharing with the participants the fact that EMU managed to maintain its place on the Times Higher Education List. Noting that he hopes to see a proceedings book at the end of the conference Prof. Dr. Osam concluded by advising participants

to enjoy the university, conference, country and food.

After the opening speeches, Prof. Penny Ur started to deliver her presentation by stating that this is her first time in the TRNC. Prof. Ur went on to thank EMU and her sponsor Cambridge University Press. Noting that teaching and researching are two different professions, Prof. Ur stated that research is a minor but significant contributor to teacher expertise. "In my opinion classroom experience is the main source of accumulating teacher expertise". At the end of the presentation Prof. Ur was presented a frame made of traditional Cypriot Lace.

At the two day conference a range of presentations and discussions on Curriculum Design and Material Development, Language Tests, Measurement and Evaluation, Professional Development, Methodology, Teacher Training, Educational Technology and Language Learning, Learner and Teacher Autonomy, Global and Cultural Issues, Institutional Development and International Accreditation will be taking place. The opening ceremony of the conference was attended by EMU Vice Rector for International Affairs and Promotion Prof. Dr. Cem Tanova and a large number of academicians.



EMU Discusses Social Media



Organised by the Eastern Mediterranean University Social Media Unit in collaboration with EMU Communication and Media Studies Faculty, Social Media and Brand Week'17 commenced with the opening addresses which took place at EMU Mustafa Afşin Ersoy Hall at 10:30 a.m. on Wednesday, 18 October 2017. Attended by a crowded group of EMU students and local/international participants, the event also hosted representatives from various organisations. The opening address of the event was delivered by EMU Institutional Communications, Social Media and Web Office Coordinator Raziye Nevzat. Expressing her pride and pleasure in hosting the Second Social Media and Brand Week, Nevzat also stated that this year's event attracted more interest. Nevzat also thanked sponsoring firms for their support and EMU Rector's Office for their contributions.

"It is Possible to Have a Career in Social Media"

Delivering a speech at the event, EMU Communications and Media Studies Acting Dean Assoc. Prof. Dr. Agah Gümüş stated that the Social Media and Brand Week addresses all sectors and businesses as it concerns everyone. Assoc. Prof. Dr. Agah Gümüş added that a considerable number of people work in the field of Social Media. Thanking all participants for attending this unique event, Assoc. Prof. Dr. Gümüş put forth that the participants will greatly benefit from the experiences of the experts during the conference.

"Social Media Poses Great Advantage for EMU"

Vice Rector for International Affairs and Promotion Prof. Dr. Cem Tanova also delivered a speech in which he

thanked all those in attendance. Stating that Eastern Mediterranean University is an institution competing with the leading universities of the world, Prof. Dr. Tanova highlighted the important role of social media in this competitive environment regarding the promotion of the university and its activities. Prof. Dr. Tanova thanked all participants for their interest in the event and welcomed them. At the end of his speech, Prof. Dr. Tanova presented plaques of appreciation to the event sponsors Turkish Airlines, North Cyprus Turkcell and Cookies.

Social Media in North Africa

The first session of EMU Social Media and Brand Week commenced with BBC Media Action Social Media Director Feras Saleh's and MK Solutions Founder Moses Shawaly's joint presentation. During the presentation, the speakers

touched upon the place and use of social media in North Africa, especially in Libya and Tunisia. Saleh ile Shawaly provided information on the demographic structure and the number of social media users in the said regions. Saleh ile Shawaly also displayed a video regarding the BBC and MK Solutions' method of operations.

"Customer-based Content is Extremely Important for Us"

During the second session of EMU Social Media and Brand Week, Turkcell Tactical Marketing and Brand Communication Director Bilge Onur presented information on the marketing strategies of Turkcell on social media and "Emocan", the brand face of Turkcell. At the end of the presentation, Bilge Onur distributed Emocan toys to participants.



Social Media and Brand Week Host 'Neydi Olacağı'

Social Media and Brand Week '17 hosted producers of the Cypriots' hit phenomena series 'Neydi Olacağı', Mehmet Ekin Vaiz and Gülşen Erçin. Vaiz and Erçin made a joint presentation on social media profile of Cyprus on the 18th of October, 2017 at 14:15 in Mustafa Afşin Ersoy Hall. Especially creating an understanding on the Cypriot humour

for foreign students, Vaiz and Erçin mentioned the interaction of local culture with the advertisements by indicating the effects of social media and humour on Cypriots. Being an EMU Faculty of Law graduate himself, Mehmet Ekin Vaiz touched on the significance of the stories while creating a context in social media.

Day 2 of EMU Social Media and Brand Week



Day 2 of Social Media and Brand Week '17 started with the presentation of Enis Baruh, the Creative Director of one of Turkey's leading agencies, Wanda Digital. In his presentation titled 'From the Depths of Digital Agency to the Future of Digital Advertisement', Baruh presented information on the ever-increasing development processes of digital world which started in 2010 in Turkey. Baruh also provided detailed information to students on the working environment of the agencies.

"Ones that Manage to Adapt Will Survive"

Stating the difficulty of predicting the future in digital world, Baruh suggested the students who are considering to study in the field of social media or digital advertising not to settle their future plans on a specific company or sector as seen in the case of 'Vine'. Even social media platforms which obtain huge effects on global scale can be shut down within just 3 years of their establishment. Emphasizing the statement of well-known scientist Charles Darwin on 'The Survival of the Fittest', which is 'It is not the strongest species that survive,



nor the most intelligent but the species that survives is the one that is able to best adapt and adjust to change' which can be applied in the ever changing digital world, Baruh mentioned the salary rates of the sector as well as the principles of the agencies on working and adapting.

"I am a Graduate of EMU, too"

The second session of the second day of EMU Social Media and Brand Week '17 hosted EMU Business Department master's program graduate and OMD Global Media Agency's United Arab Emirates Social Media Director Khaled Akbik's

presentation. Starting his presentation by showing his EMU diploma, Akbik stated that he is a member of the EMU family as he is a former graduate. Akbik screened a short promotional video about OMD Global Media Agency and provided information on his work on digital advertising as well as the advertising sector in the United Arab Emirates. Adding that the salaries in his region are higher than those in Turkey, Akbik put forth that each region has special demographic qualities and that the most important thing is to know how to attract and maintain the attention of different levels of community in these regions.

Social Media and Brand Week Ends With Soner Beyhan



Social Media and Brand Week' 17 finished with the presentation of Soner Beyhan, Hepsiburada Culture, Entertainment and Office Supplies Category Director at EMU Mustafa Afşin Ersoy Hall at 2:15 p.m. on Thursday, 19 October 2017.

"Data Validation as a Job of the Future"

Stating that he studied at İstanbul High School and later on graduated from Sabancı University with a bachelor's and master's degree in Industrial Engineering, Beyhan put forth that he had his first encounter with the telecommunications sector during his

marketing career. Soner Beyhan worked at Online Communications, Customer Experience and Digital Marketing departments and participated in projects such as Creative Large Data, Digital Brand Communication and e-commerce. Beyhan also provided detailed information about his duties and

responsibilities at Hepsiburada.com and highlighted the importance of data in advertising, the relationship between the data and the advertiser and data protection. Beyhan concluded his presentation by stating that one of the popular jobs of the future will be data validation.

EMU Academic Staff Member Dr. Göktürk Represents EMU in Macedonia and Romania



Eastern Mediterranean University (EMU) Atatürk Research Centre academic staff member Dr. Turgay Bülent Göktürk represented EMU and TRNC at the "International Symposium on Turkey – Romania Relations: Past and Present". At the symposium organized by the Republic

of Turkey Atatürk Supreme Council of Culture, Language and History Atatürk Research Centre and Bucharest Ovidius University, Dr. Göktürk presented the conference paper titled "Reflection of Atatürk Period Turkey – Romania Relations in Cypriot, Turkish and Romanian Press".

The conference paper noted that news was relayed to the Turkish Cypriot community at the mentioned period mainly by the newspapers "Söz" and "Masum Millet". Dr. Göktürk's conference paper attracted the attention of participants and the audience at the symposium where 52 conference papers

were presented by academicians from different countries.

Dr. Turgay Bülent Göktürk had also attended the "22nd International Turkish Culture Symposium" in Macedonia's capital Skopje with EMU Atatürk Research Center academic staff member Süheyla Göktürk from the 5th to the 9th of May 2017 presenting the conference paper "An Immigration Story from Crete to Cyprus". Dr. Göktürk presented the proceedings book of the symposium organized by the International Folk Culture Research Institution of Turkey and Skopje International Vision University to EMU Rector Prof. Necdet Osam. Whilst presenting the proceedings book of the symposium attended by 11 countries including Turkey, Macedonia, Poland and Russia, Dr. Göktürk thanked Prof. Dr. Osam for the support shown to him, also expressing his satisfaction regarding representing the TNRC. Prof. Dr. Osam congratulated Dr. Göktürk stating that they always support this kind of academic work.

EMU Scientific Health Program Addresses Rheumatic Rehabilitation



Eastern Mediterranean University (EMU) Health Sciences Faculty, Department of Physiotherapy and Rehabilitation academic staff member Asst. Prof. Dr. Sevim Öksüz appeared as a guest on the program "Bilimsel Sağlık" (Scientific Health) moderated by Health Sciences Faculty Dean Prof. Dr. Mehtap Malkoç. The program addressed the topic of Rheumatic Rehabilitation. Asst. Prof. Dr.

Öksüz defined Rheumatic Rehabilitation stating that it is a type of treatment that aims to treat a range of rheumatic diseases with physical therapy and exercise. Noting that the main complaint of patients is pain, Asst. Prof. Dr. Öksüz indicated that change in shape and image disturbance can also be grievances of patients who witness a decrease in quality of life.

Speaking on the symptoms of rheumatic diseases Asst. Prof. Dr. Öksüz highlighted the importance of team work with medical professionals from other disciplines. Also touching upon current developments, Asst. Prof. Dr. Öksüz noted that in the 1990s patients with inflammation use to be prescribed rest (pain in the joints, rashes, swelling) stating that this approach has now

changed. Underlining that recent studies have shown that exercise reduces the amount of infection in the body, Asst. Prof. Dr. Öksüz stated that tailor-made exercise should be prescribed to patients in the inflammation period like it is prescribed to those in the chronic period. Touching upon the changes in physiotherapy from past to present, Asst. Prof. Dr. Öksüz also provided information about exercises that should be recommended for such diseases. Highlighting that there are different exercises for the inflammation and chronic periods, Asst. Prof. Dr. Öksüz emphasized the importance of clinical pilates exercises going on to note that the biggest disadvantage for patients is kinesophobia (fear of motion).

The rest of the program touched upon Ankylosing Spondylitis providing advice for physical therapy. Health Sciences Faculty Dean Prof. Dr. Mehtap Malkoç gave the good news that the Rheumatic Rehabilitation Unit of the Faculty has been opened, stating that physiotherapy and rehabilitation has begun under the watch of a physician.



EMU Health Sciences Faculty Attends Rheumatic Rehabilitation Congress

Eastern Mediterranean University (EMU) Health Sciences Faculty attended the III. National Rheumatic Rehabilitation Congress that took place at the Pamukkale University Culture and Congress Hall between the 6th to the 8th of October 2017.

Many rheumatologists and physiotherapists from Turkey and abroad, whose expertises are in the field of rheumatic rehabilitation, attended the congress. EMU was represented by EMU Faculty of Health Sciences Dean Prof. Dr. Mehtap Malkoç and Physiotherapy and Rehabilitation Department academic staff

member Asst. Prof. Dr. Sevim Öksüz. Prof. Dr. Malkoç was session moderator during the panel titled "Scales Used in Rheumatic Diseases" and Asst. Prof. Dr. Öksüz presented a conference on "Scales Used in Ankylosing Spondylitis".

On the final day of the important congress attended by expert academicians in the field of Rheumatic Rehabilitation, Prof. Dr. Malkoç and Asst. Prof. Dr. Öksüz participated in a project that aimed to form a treatment manual which would allow everyone in the field to be on the same page.

EMU Department of Nursing Represented at International Congresses



The Eastern Mediterranean University (EMU) Health Sciences Faculty, Department of Nursing continues to successfully represent the university at national and international congresses. Vice Dean of the EMU Health Sciences Faculty and Department of Nursing academic staff member Asst. Prof. Dr. Gülten Sucu Dağ attended the 7th National Urology Nursing Congress at the 26th National Urology Congress which was recently held at Kyrenia Elexus Hotel, delivering a presentation titled "Kidney Transplantation Aftercare". Asst. Prof. Dr. Dağ spoke about the expertise that nurses must possess in order to ensure that patients who are about to receive a kidney transplantation and their loved ones are supported during the process. The patient and their loved ones should also be included in the process of maintaining the kidneys functions. Nurses also require expertise to prevent complications before and after surgery as well as to ensure that patients receive quality care during their hospital stay.

EMU at X. International Medical Informatics Conference

"X. International Medical Informatics Conference" which is Turkey's most comprehensive medical meeting of technology, business and cooperation took place at the

Antalya – Xanadu Hotel with broad participation. Asst. Prof. Dr. Dağ successfully represented EMU at the conference with the presentation "The Identification of Decision Support System Using Nurse Experiences". Underlining the importance of developing Decision Support Systems to provide continuously current, evidence based informational support for nurses, Asst. Prof. Dr. Dağ stated that integrating such systems to hospital information management systems and the national health system will create secure measurable data relating to maintaining nursing care quality.

People are the Focus of Nursing

In addition, EMU Health Sciences Faculty, Nursing Department Dean Prof. Dr. R. Selma Görgülü participated in the "Ethical Congress in International Nursing Applications" as a guest speaker. The congress organized by Ege University and İzmir Katip Çelebi University took place in İzmir. Prof. Dr. Görgülü delivered the conference titled "The Ethical Dimension of Nursing Skill Training". In her speech, Prof. Dr. Görgülü stated that nursing skill education should be based on ethical principles and use modern technologies, indicating that people are the focus of nursing.

EMU Interior Architecture Department Breathes Life into Martinengo Bastion



Eastern Mediterranean University (EMU) Faculty of Architecture, Department of Interior Architecture breathed life into the recently completed Famagusta Martinengo Bastion restoration project.

EMU Faculty of Architecture, Department of Interior Architecture held an Honour - High Honour Certificate Ceremony for the Spring Semester of the 2017 – 2018 Academic Year as well as a welcoming event for new students

as part of the department's 20th year. The event titled "High Honour / Honour Ceremony & 'Re-Use projects for Martinengo Bastion Exhibition' and 'Amazing' themed Warm – Up Projects Presentation" took place at the Martinengo Bastion located in the walled city of Famagusta.

The Martinengo Bastion project aimed to re-open this historical place, once again making it a part of our everyday life. Breathing life

into the Martinengo Bastion for the first time since the completion of the project was an honour for the EMU Department of Interior Architecture, the only department of its kind with AQAS accreditation in Turkey.

The aim of the ceremony was to present certificates to successful students of the Spring Semester as well as to allow ITAS 302 and INAR 392 students to present their Martinengo Bastion revival and sustenance projects, designed with the aid of course instructors Assoc. Prof. Dr. Özlem Olgaç Türker, Seyit Ermiyagil and Costantinos Economides as well as assistants Tala Moghaddam and Javad Khodaparast. In addition, ITAS 201/ INAR 291 students displayed their amazing themed warm-up projects designed with course instructors Assoc. Prof. Dr. Zehra Öngül, Asst. Prof. Dr. Hacer Başarır, Ahenk Yılgin Damgacı, Seyit Ermiyagil and Pınar Sabancı, as well as assistants

Javad Khodaparast, Sila Su Yanar and Orhun Rıza Tokgöz. Speaking at the opening of the ceremony, Department of Interior Architecture Chair Prof. Dr. Uğur Ulaş Dağlı stated that they are holding a series of activities to celebrate the 20th year of the department which was the fourth Interior Architecture Department founded in Turkey. Prof. Dr. Dağlı went on to state that one of the main missions of the department is to revitalize historical places that are no longer in use, noting that the department has completed many revival and sustenance projects in the Walled City. Prof. Dr. Dağlı also added that they held the activity at Martinengo Bastion because they felt responsible to bring life to the Bastion where restoration was recently completed. In a speech of his own Faculty Dean Prof. Dr. Özgür Dinçyürek congratulated the Department of Interior Architecture and its students for their outstanding achievements.

Important Jury Membership from EMU Department of Interior Architecture Chair Prof. Dr. Dağlı

Eastern Mediterranean University (EMU) Architecture Faculty, Interior Architecture Department Chair Prof. Dr. Uğur Ulaş Dağlı was a jury member at the "Best Postgraduate Thesis in the Field of Interior Architecture" competition that took place at the Istanbul Technical University as part of the "Interior Architecture Postgraduate Studies Symposium-IP". The competition that took place in Taşkışla is known

as the most prestigious competition in the field of Interior Architecture. The competition aims to maximize the scientific, technological, social and cultural contributions of postgraduate thesis at both local and international levels. Prof. Dr. Dağlı indicated that she believes the continuity of the competition will contribute to the developments in the field of interior architecture.



Embargoes Discussed in EMU



Eastern Mediterranean University (EMU) Faculty of Business and Economics, Department of Political Science and International Relations was visited by Fahri Zihni, the chair of London based human rights group 'Embargoed!'. In the seminar that took place in BEA4 Meeting Hall in the Faculty of Business and Economics Fahri Zihni, the chair of 'Embargoed!', made a presentation for the Faculty of Business and Economics academic staff and students regarding the actions of the group. Human rights group 'Embargoed!' aims to find a quick and unconditional solution for the international isolation of North Cyprus. Moreover, the group organizes campaigns towards the full restitution of Turkish Cypriots' political, economic and social rights. Starting his presentation with a 2-minute long short video on the embargoes applied to TRNC, Fahri Zihni talked about the activities of the association starting from the date of establishment of 'Embargoed!' (2004).

"Embargoes - A Huge Injustice"
Stating the negative effects of embargoes applied on TRNC, Zihni also mentioned that 'Embargoed!' is determined to assert the rights of Turkish Cypriots. He added that the association is not in favour of earning such rights through the right of Greek Cypriots. Putting emphasis on the association's dedication to reach an agreement on the history and present differences of Turkish and Greek Cypriots, Zihni indicated that one should stay away from the notions of racism and hatred by adding that there are laws regarding these notions in the UK. Furthermore Zihni stated that association is in cooperation with a private airline company on international flights. Touching on the embargoes imposed upon many athletes and obstacles posed by such embargoes in the participation in international competitions, Zihni stated that this matter is a huge injustice. EMU Faculty of Business and Economics students were highly interested in the presentation.



This Week's Academic Publications

Source: *Web of Science*

Faculty of Engineering

1 - Reza Sirjani, Optimal Capacitor Placement in Wind Farms by Considering Harmonics Using Discrete Lightning Search Algorithm. *SUSTAINABILITY*, 9(9) 1669, SEP 2017.

2 - Iman Beheshti, Norihide Maikusa, Morteza Daneshmand, Hiroshi Matsuda, Hasan Demirel, Gholamreza Anbarjafari. Classification of Alzheimer's Disease and Prediction of Mild Cognitive Impairment Conversion Using Histogram-Based Analysis of Patient-Specific Anatomical Brain Connectivity Networks. *JOURNAL OF ALZHEIMERS DISEASE*, 60(1): 295-304, 2017.

Faculty of Arts & Sciences

1 - Koray Düztaş, Coulomb fields as perturbations of type D vacuum space-times. *EUROPEAN*

PHYSICAL JOURNAL PLUS, 132(9): 406, SEP 2017.

Faculty of Communication and Media Studies

1 - İbrahim Beyazoğlu, Nostalgia, Myth, Nationalism: The Postcolonial Nostalgia for "British" Cyprus. *REVISTA DE CERCETARE SI INTERVENTIE SOCIALA*, 58:209-220, SEP 2017.

Faculty of Pharmacy

1 - Ayşe Baldemir, Betül Demirci, Mehmet Yavuz Paksoy, Selen Ilgun, Muberra Koşar, Kemal H. C. Baser, Fatih Demirci. Chemical Composition of the Essential Oil and Antimicrobial Activity of *Scaligeria DC*. Taxa and Implications for Taxonomy. *RECORDS OF NATURAL PRODUCTS*, 12(1):14-28, 2017.