THE RELATION OF THE BASIC ART EDUCATION BETWEEN BAUHAUS AND ITS PROBLEMATIC IN TURKEY

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Founded in1919, the Bauhaus school, aimed to train designers to developıng industry in Germany and makıng mass produced factory products esthetics. Bauhaus; advocating the combination of art and handicraft produced the prototypes of most used things today. The school shut down in 1933 hindered its affects to the whole world. The Bauhaus was seen as the example and foundation to many Arts schools. The reason that Bauhaus became well-known worldwide is the curricula that it applied. Probably the most important of those is the basic Art training. The basic art training became effective in students gaining skills in many areas and Bauhaus reaching its aims. The applied fine arts schools founded in Turkey was born as a consequence of same reasons but because of the deficiencies in applications it couldn't be successful. The most important of it looks in basic art applications. The reason that Applied Fine Arts couldn't reach the desired level is; the inappropriate physical conditions, deficiency of tools, the insufficient staff and it can be seen the lack of understanding the importance of basic art training in the Art training.

Keywords: Bauhaus, Basic Design, Art Education

A RESEARCH ON INTERMEDIATION EFFICIENCY OF PRIVATE AND PUBLIC BANKS BY DEA/AHP METHOD

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Financial intermediation is the most important task of the banks. Intermediation in a financial system consists of transferring the collected deposits to economic units that demand fund. This study aims to decide how effective banks were, while performing the task of financial intermediation. In the study, public and private banks were discussed. Efficiency analysis was made by DEA (Data Envelopment Analysis) / AHP (Analytic Hierarchy Process) method, respectively. This method is being implemented in two stages. Firstly, pairwise comparison of banks (efficiencies) were made by using the data envelopment analysis method. Secondly, by using AHP method, efficiency ranking (full ranking) is obtained in descending order. In the analysis; the total deposits and total shareholders' equity were used as inputs, while total loans and interest income were the outputs.

Keywords: DEA/AHP, Efficiency Analysis, Intermediation Efficiency, Bank

THE EFFECT OF THE INQUIRY-BASED SCIENCE TEACHING METHOD ON SCIENTIFIC LITERACY

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The aim of this study is to investigate the effects of inquiry-based science teaching method based on the 6th students' science literacy in association with scientific process skills and scientific attitude. Non-equivalent control group quasi-experimental design was employed for research design. The experimental group studied inquiry-based science teaching method besides the lesson plans prepared according to 5E learning model. On the other hand, the control group studied in accordance with a regular teaching approach based on the teacher guided book for 6th grade science and technology. The scale of scientific literacy, scientific process assessment test and the scale of scientific attitude were administrated as pre- and posttest to both the students of control and experimental groups. For the quantitative analysis of the data collected in the study, the SPSS (Statistical Package for the Social Science) was used. The data obtained were analyzed by using frequencies, percentage, arithmetic mean, standard deviation and t-test for independent groups, and ANCOVA. According to the results of this study, while the significant difference was found between the experimental and control groups related to the posttest scores of scientific process skills and scientific attitude, difference between in the posttest scores on their scientific literacy was not significant at the p= 0.05 level. The results indicated the inquiry-based science teaching method had positive effects on the improvement of scientific process skills and scientific attitudes of the 6th students.

Keywords: Inquiry-based science teaching, scientific literacy, scientific process skills, scientific attitude

STUDENTS' PERCEPTIONS AS REGARDS TEACHING OF PSYCHOMOTOR SKILLS: A QUALITATIVE STUDY

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Development of psychomotor skills is the principal learning objective in nursing training, as is the case for other occupational groups in the healthcare field. (Thoirs and Coffee 2012; Mete ve Uysal 2010). However, educational institutions in nursing field principally focus on cognitive and affective outcomes while providing psychomotor skills through the educational facilities generated in the practice area. (Thoirs and Coffee 2012). Insufficient material / equipment for improving the clinical skills, shortage of time, financial shortcomings and lack of instructors are among the reasons for this. As a result of these handicaps, nursing students cannot improve themselves sufficiently enough for clinical practices and often experience stress / anxiety (Strand, Naden, Slettebo 2009).

Nursing practice ethics require that essential procedures should be carried out in laboratory environment before the procedure is applied to patients (Strand, Naden, Slettebo 2009). This practice bridges the gap between theory and practice (Cant, Cooper 2009). However, the integration of theory and practice by a student and that student's competency in clinical settings depend largely on well-structured training processes in professional skill laboratories. In such training environments, a student should gain the essential skills for critical thinking, problem-solving and transferring what they have learned to different fields rather than performing the relevant skills mechanically (Mete, Uysal 2009).

Simulation applications, performed using active learning methods in professional skills laboratories, are considered crucial in attaining learning outcomes. Models in laboratories and the materials used in healthcare (bulb, bottle, insulin pens, medicine, etc.) are of great help in students' review, reuse and improving their nursing skills. Models in professional skill laboratories range from low-fidelity to high-fidelity. The models for a specific task are of low fidelity while the models that are controlled by computers and can yield real / real-like physiological reactions are of high fidelity (Cant, Cooper 2009). In generally, the models in professional skill laboratories the present study was conducted in are of low-fidelity, which is also the case in other professional skills laboratories in our country in general.

The aim of this descriptive study is to determine perceptions of the students taking Essentials of Nursing course in 2013-2014 academic year as regards nursing practices in professional skills laboratory. Interviewing in depth, one of the qualitative data collection methods, will be used in this study. The population of this study consists of 220 students performing their practices in professional skill laboratory. The sample of the study consists of voluntary students selected randomly. As data collection tool, semi-structured form will be used and data will be collected through interviewing in-depth method. The interviews will be undertaken by a nursing faculty from the nursing department who did not give Essential of Nursing course and whom the students have never met. Data collection process will continue until satisfactory numbers of data have been collected and the data will be analyzed through content analysis. In the professional skill laboratory of the school the study will be conducted in, 220 students perform their practices in line with the available checklists. The results of evaluation of their performance are given to the students at the end each practice day so that they could see their strong points and weak points in practices. Six (6) nurses and instructors having received training about psychomotor skills take active part in evaluation process. The students perform their practices on models with low-fidelity. Students are provided with any kind of material (bulb, bottle, surgery gown, gloves, de-barker etc.) that they may encounter in clinical settings in their practices. The students will be evaluated on a total of 53 psychomotor skills in one semester and the participant students in this study are supposed to have completed all these skills.

Keywords: Psychomotor skill training, professional skill laboratory, nursing

INTERSECTIONS OF GENDER AND EMPIRE IN CONSTRUCTIONS OF HOME IN WOMEN'S LIFE WRITING

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Sagar (1997: 237) notes that, "[b]ecause of the formidable emotive charge it carries, the idea of home tends to erupt without warning in non-domestic sites where it might be least expected, the supposedly public sphere of Empire and nation, for instance".Alison Blunt and Robyn Dowling (2006: 15) remind us that "gender is crucial in lived experiences and imaginaries of home". Feminist scholars have long argued that the distinction between the private and public realms is an artificial one and that, in fact, the supposedly private domain of the home "itself is intensely political both in its internal relationships and through its interfaces with the wider world over domestic, national and imperial scales" (Blunt and Dowling, 2006: 142). By means of a feminist literary analysis of selected excerpts from selected women's diaries and letters, this paper explores the complex ways in which discourses of gender and empire inform conceptualisations of home.

Keywords: home, gender, empire

DETERMINATION OF ORGANIZATIONAL COMMITMENT LEVEL OF ACADEMICIANS WHO ARE WORKING AT A STATE UNIVERSITY

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The aim of this study is to determine organizational commitment level of academicians who are working at a state university.

The universe of this descriptive study comprised all academicians at the University and the sample consisted of 261 of them. Personal information form and "Organizational Commitment Scale" were used for data collection.

The mean age of the participant was 37,3 years. In total 62,1% of them were men and 42,1% were senior academicians. The mean scores of organizational commitment was $\bar{\bar{X}}=3,06$ for the university and X 3,14 for their department. The mean scores of sub-dimensions of organizational commitment scale for the university were $\bar{\bar{X}}=3,18$; $\bar{\bar{X}}=3,13$ and $\bar{\bar{X}}=2,86$ and for the department $=3,33$; $\bar{\bar{X}}=3,20$ and $\bar{\bar{X}}=2,88$ respectively affective, normative and continuance commitment. It was found that there was a strong correlation between the commitment level of participants and their department and the university.

It was also found that as their satisfaction from their job, their department and the university increased the commitment level was also increased ($p<0,05$). Similarly when the age and working experience increased the affective commitment level was increased. There was no statistically significant differences between the organizational commitment level of participants and marital status, gender and title.

Organizational commitment level of the academicians was found to be at medium level. The commitment level of the academicians to their departments were significantly higher than the university. As age and working experiences increased academicians' affective commitment level to the university and their department were also increased.

Keywords: Organizational Commitment, Affective Commitment, Normative Commitment, Continuance Commitment, Academicians

HOW DO STRUCTURED AND COUPLED INQUIRIES EFFECT STUDENTS' ACHIEVEMENT ON AND RETENTION OF KNOWLEDGE?

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In an inquiry-based classroom, students pose questions, design and execute investigations, and find solutions of their question. According to degree of the teacher-centered or student-centered, inquiry activities might take place in various types of inquiry. Many studies did not take into consideration the different types of inquiry. This study aims to compare the effects of different types of inquiry (structured and coupled) on students' achievement and retention of knowledge about "mixtures". In this study, it was employed a quasi-experimental design. The sample included 96 students who enrolled in Science and Technology Course at 7th grade. Fourty four students of them were engaged in structured-inquiry activities about mixtures, while fifty two were engaged in coupled-inquiry activities during the four weeks. Achievement Test for "Mixtures" was given to the participants as the pre- and posttest at the beginning and end of the treatment. 8 weeks later, it was given in order to determine the retention of knowledge.
The data revealed that coupled inquiry activities were significantly more effective in promoting students' achievement than structured inquiry activities ($t=7.20$; $p<0.05$). It implies that learning science through coupled-inquiry process, which gives students more opportunities to do science, has a greater contribution on students' success. However, results implied that the effects of the two different types of inquiry on the retention of knowledge did not demonstrate a significant difference ($t=-0.72$; $p>0.05$). Both coupled and structured inquiry activities had a meaningful contribution to the retention of knowledge.

Keywords: Inquiry-based science learning, structured-inquiry, coupled-inquiry, mixtures

ORALITY IN 19TH CENTURY MODERN OTTOMAN ERA: VERBOMOTOR CULTURE AND NAMIK KEMAL'S EARLY NARRATIVES

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In addition to being one of the most important agents of Ottoman-Turkish modernity, Namık Kemal (1840-88) is also among the founding figures of Turkish literature. Namık Kemal historical narratives, written before İntibah (1876)—one of the very first novels of Ottoman-Turkish literature—have generally been accorded a lesser place by teleological novel-centric histories of Turkish literature. Among the aforementioned texts, Namık Kemal's early narratives, which are Barika-i Zafer (1862) and Devr-i İstilâ (1864) have got even less attention. Not just because they considered as unsuccessful pieces of Ottoman prose writing but also they are not fit into the biography of a revolutionary figure of "New Turkish Literature". However, the knowledge that each of these texts are "created in one day" have been put forward by historians of Turkish literature like Ebüzziya Tevfik, Mithat Cemal Kuntay, Ömer Faruk Akün and Abdullah Uçman to emphasize the genesis of Namık Kemal's early writing skills, yet none consider the relations of these "writing skills" with aspects of "verbomotor lifestyle" that was still common to Ottoman intellectual elite.

In his thoughtful book Orality and Literacy, Technologizing of the Word, Walter J. Ong describes verbomotor cultures, "that is, cultures in which, by contrast with high-technology cultures, courses of action and attitudes toward issues depend significantly more on effective use of words, and thus on human interaction, and significantly less on non-verbal, often largely visual input from the 'objective' world of things" (66). In guidance of Ong's definition, the aim of this paper is to introduce an alternative perspective to 19th century Ottoman prose writing by pointing the aspects of orality with an analysis of Namık Kemal's early narratives, Barika-i Zafer and Devr-i İstilâ. Revising the novel-centric, reductive and teleological methodology depending on binaries like folk / divan, old / new and East / West, which is common to the histories of Turkish literature is also one of the main objectives.

Keywords: 19th century Ottoman Era, Namık Kemal, Ottoman Modernity, Verbomotor Culture, Ottoman-Turkish Literature

Paper ID: 0022

A CRITICAL INVESTIGATION OF TURKISH ELEMENTARY AND MIDDLE SCIENCE CURRICULUM ABOUT JOSEPH SCHWAB'S FOUR COMMONPLACES AND INQUIRY-BASED LEARNING PRINCIPLES

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Joseph Schwab is a science education researcher who states holistic and eclectic views for curriculum makers. Schwab called four "commonplaces" of educational thinking and curriculum, which require representatives of the affected learners, teachers, subject matters, and (sociocultural) milieux. Schwab's concern for education and curriculum as a deliberative activity connects him to John Dewey and pragmatism. He had practical recommendations about inquiry-based curricula. The aim of this study was to investigate the newly constructed Turkish elementary and secondary science curriculum in terms of Joseph's Schwab's four commonplaces and inqury-based principles because the curriculum was developed under the influence of inquiry-based learning approach. Documentation was used for this research study as a qualitative research methodology. 2013 Science Curriculum was analyzed in terms of themes identified by the researcher considering Schwab's four commonplaces of curriculum and inquiry-based principles. The relations of the parts such as philosophy of the curriculum, vision, mission, teaching and learning processes, measurement and assessment was indicated during and after analysis process. Content analysis was used for analyzing qualitative data. Results showed the appropriateness level of science curriculum for philosophy, teaching-learning, measurement and assessment processes in terms of inquiry-based learning principles. Recommendations for science teachers, students and curriculum makers were given in terms of attainments and practice of teaching, learning and assessment processes at the end.

Keywords: Science curricula, joseph schwab's four commonplaces, inquiry-based learning

Paper ID: 0023

THE PERSUASION TECHNIQUES OF GRADUATE STUDENTS IN PERSUASIVE TEXTS: A CASE STUDY

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In our era, almost everyone from students to teachers in educational environments frequently encounter with propaganda and persuasive messages. Many persuasive techniques and strategies are used in these messages for influencing, controlling, and orienting people. In order to abstain from unfavorable effects of the propaganda and persuasive natures of the messages, people are required to know the techniques and use them favorably. One of the practicing ways of persuasion is seen in writing expression. It is almost possible, by teaching persuasion techniques in teaching of writing, to increase an awareness towards persuasive and propaganda missions.

This study, then, aims to demonstrate the persuasion techniques of students used in persuasive texts. Accordingly, a case study design was adopted for this purpose. The sampling of this study is composed of 30 graduate students studying in Turkish language teaching department in Faculty of Education at Canakkale Onsekiz Mart University in 2013-2014 fall semesters. The data will be gathered by the persuasive texts written by students, and some suggestions will be given accordingly.

Keywords: Persuasive Texts, Persuasion Techniques, Propaganda

COMPARATIVE ANALYSIS OF EXPENDITURES MADE IN THE ACTIVITIES OF THE R&D IN TURKEY

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In 21st century, inequality between rich and poor countries has a rapid increment. Countries producing and exporting technology impress the countries which import technology to become dependent through them. In this manner, Turkey has to increase its capability of making technological innovations in order to take place among developed countries. This can only be obtained by raising the expenses used in R&D activities and increasing employment of skilled labor. According to this study, in which the amount of payments in 2011 R&D activities of Turkey, it has been determined that regional differences in R&D investments are high. Competitiveness of Turkey origin companies in international trade is reduced because of quite low R&D expenses especially in commercial sector.

Keywords: R&D, technological innovation, competitive strength

Paper ID: 0026

SEX CHANGE IN TURKISH LAW

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Organized in Turkish civil law provisions of the concept of sex change and investigation results constitute subject of our study. sex change in Turkish law will be subject to the terms and results of review.

Keywords: SEX, CHANGE, TURKISH CIVIL CODE

EXTRAJUDICIAL AUDIT OF THE ADMINISTRATION

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In social sciences, audit means comparing the relevant criteria and functions fulfilled in order to determine to which extent an organization has complied with predetermined success criteria and evaluating to which extent procedures completed comply with organizational aims and the law. It is required to audit whether the administrative procedures are carried out effectively and in compliance with plans and program. In this respect, auditing is one of the main duties of managers. In organizations, there may be various methods of auditing the personnel and the methods may vary according to the type of work done.

The administration, also known as the "public administration", is audited by the judicial body, executive body, legislative body and organizations that constitute the administration and public. In principle, the judicial body audits the procedures and actions carried out by the administration in terms of compliance with the law. Other auditing organizations and methods control the administrative procedures and actions in terms of both lawfulness and appropriateness. For, there is a need to carry out administrative actions effectively, efficiently and in consideration of public interest. In the scope of the audit of the administration are also administrative procedures, actions, behaviors of personnel, plans and projects. These may even be audited in the stage of preparation.

The ways and methods of auditing the administration in domestic law may be divided into two, for the sake of the principle of the state of law: judicial audit and extrajudicial audit.

Extrajudicial audit of the administration precedes judicial audit. The historical progress also provides evidence for this.

There are three ways of extrajudicial audit of the administration, which are administrative audit, political audit and public audit.

Keywords: public administration, administrative audit, extrajudicial audit, political audit, public audit

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EDUCATION OF INSURANCE AGENCY TECHNICAL PERSONNEL IN TURKEY

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This paper is related to education of intermediaries who sell insurance products in the name of and on account of insurers. Those persons; namely "Insurance Agencies" act as direct representatives of insurers. Therefore, regarding their disclosure obligation, their knowledge about insurance products and management of risk is extremely important both for insurers and insureds.

"Insurance Agency Technical Personnel" is a quite new concept which was regulated firstly by Insurance Law in 2007. After promulgation of this Law which has been issued for the aim of harmonisation with EU Law, informing, retail and sale of insurance policies can only be realised by those qualified persons. Before this regulation, insurance policies could be saled by a great number of insurance agencies who haven't got any specific education and experience.

In this paper, education of insurance agency technical personnel in Turkey which has been given by the Center of Insurance Education (CIE/SEGEM) under supervision of the Undersecretariat of Treasury will be evaluated regarding purpose and content of the education, education of teaching staff, the persons who have to be required to get this education, re-education and statistical datas.

Keywords: Insurance, disclosure obligation, insurance agency, technical personnel

AN EXAMINATION OF THE RELATIONSHIPS BETWEEN LIFE EXPECTANCY AND SOCIO-ECONOMIC CONDITIONS FOR COUNTRIES WHICH BECAME INDEPENDENT FROM USSR

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In this study, the relationships among socio-economic and environmental factors with life expectancy for countries which became independent from Soviet Union were examined. Hierarchical cluster analyses were used for determination of resembling country groups in terms life expectancy. In addition, correlation coefficient
were used to be able determine linear relationships between paired socio-economic variables.a and also,regression analysis used for identification of functional relationships between life expectancy and specified independent variables (predictors). The results showed that there are significant relationships between life
expectancy and some socio-economic variables such as demographic, environmental and health expenditures.

Keywords: Llife expectancy, socio-economic indicators, correlation, regression, USSR

Paper ID: 0034

THE ECONOMIC IMPACT OF THE TOURISM SECTOR IN TUNISIA AND ITS MANAGERIAL PERSPECTIVES

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In many countries tourism has become a source of wealth and growth, this sector is perceived as a pillar of the national economy. This study examines causal relationships between tourism receipts and economic growth in Tunisia for the period 1965–2012. Granger causality test is used herein to assess the contribution tourism makes to economic growth. Our empirical results support the evidence on the direction of causality. The results indicate that only the tourism receipts affect GDP and not the other. Despite the importance of this sector, its contribution has slowed in recent years. Should therefore encourage manager's hotels to improve their strategic policies, diversify their products and gain a competitive advantage.

Keywords: Tourism receipts, economic growth, causal tests, strategic solutions.

Paper ID: 0037

THE HOMEOSTATIC NATURE OF SOFT SOCIAL INFRASTRUCTURE: THE SEARCH OF EVIDENCE IN MIXED CULTURES

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The paper presents the results of the search of empirical evident of the formulated by the author in his previous studies hypothesis of the homeostatic nature of soft social infrastructure. We present a summary of the projects devoted on studying social capital and its role in the modern development. The theoretical construction of the paper is concentrated around the assumption of the existence of two social infrastructures steering development - hard and soft. Soft social infrastructure is assumed to play the role of homeostatic instrument keeping sustainability stable. This metaphor coming from biology allows revealing hidden managerial mechanisms with broader scope of influence than sustainability. The features of these mechanisms are outlined; their influence on sustainability is analyzed. The multifaceted character of the problem requires complex approach, which is going beyond the standard analytical methods and looks for more advanced methods of modeling. The aim is to find more adequate explanation of the assumption of the homeostatic nature of soft social infrastructure and its influence on sustainability.

Keywords: sustainability, feedback, homeostasis, complexity theory

A STUDY ON COMMUNICATION TECHNOLOGIES'S IMPACT ON DAILY LIFE AND FUTURE WITH EXAMPLE OF "BLACK MIRROR" SERIES

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Communication phenomenon which is beyond of stating people's sense process to each other, determines people's nearly all life practices with his change and transformation which has passed since 1980s. Also, there is a common presume which claims that social life's future will be determined by communication technologies. Thus in this study, "Black Mirror" series which is both a fantastic production and about communication technologies' impact on daily life and future will be examined, the virtual world which is formed by new media, the internet and communication technologies and today's world's social practices will be discussed.

Keywords: Written Press, Reality, Communicative Reality, News, Reality in News

Paper ID: 0040

A CONCEPT IS ORIGINATED FROM COMMUNICATION TECHNOLOGIES: "COMMUNICATIVE REALITY" AND BUILDING REALITY IN WRITTEN PRESS

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The critics which are directed to the media, usually about media's effects and these critics ground on the paradigms which advocate that media create awareness and build a reality. According to these paradigms, media sometimes grow away from his real work; annunciation and he fictionalizes the events according to his ideas. Hereby, he both creates a perception that how he wants and creates a reality, too. Also the media interpret the current reality and create a communicative reality. Thus, in this study the term communicative reality is created by media, will be examined as part of written press. Hereby, we will try to understand that how the combinative reality takes part and interprets in written press.

Key Words: Written Press, Reality, Communicative Reality, News, Reality in News.

THE CONTRIBUTION OF CONSTRUCTIVE GRAMMAR TEACHING TO DEVELOPMENT OF UNDERSTANDING ABILITIES

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In constructive approach, teaching grammar is applied by a spiral educational point of view. This approach with a quality of being continuous is very essential. Because, grammar is considered as a common factor not as separated from basic language acquisitions and actually it is in the center of their development process. For this reason, grammar is added into learning areas of 1-5th grades Turkish Curriculum. In 6-8th grades, aims and skills are determined except for learning areas but, attention is drawn to prepare educational process which are inter- connected to basic language skills. Spiral point of view of constructive language education depends on practical process with activities not on teaching students a series of rules. In 6-8th grades Turkish Curriculum, the quotation "in teaching grammar, it is aimed to practice the rules of words, sentences and texts as well as their grammatical rules" is addressed to this process. Explanations in Turkish Curriculum aim a practical grammar teaching as connected with basic language skills within a frame of constructive approach. Aims and skills in curriculum are built from 6th to 8th grades. Grammar forms in Turkish have a vital role especially in developing understanding abilities. It is significant that subjects, aims and skills of grammar are prepared in accordance with a consideration the issues mentioned above. Grammar teaching is important in building the base of language teaching and it is not only a teaching of rules. Grammar can be effective as far as it can turn its rules into language acts and practical benefits within its own aims. As regard to this explanations, our aim of this study is to connect skills in Turkish Curriculum (6, 7 and 8th grades) with understanding (reading-listening) skills and to make assessments about the process of Turkish Education.

Keywords: grammar, constructivism, comprehension skills

Paper ID: 0042

CATALCA BATTLES AND INDIAN RED CRESCENT DELEGATIONS IN THE CONTEXT OF SOCIAL MEMORY

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Before a century our current geography is full of wars and tragedies. All of them is been forgotten except for one – The National Salvation War-. At last years, Gallipoli and Caucausus wars has been seemed, reminded and remembered. They served to the awakening national feelings such as honor and boast. Some wrong knowledge escorts tours arranged to thoose war places such somebody knows Mustafa Kemal Pasa as commander of Gallipoli War instead of Limon Von Sanders, the real commander. Such constructive history knowledge stands out at number of martyrs in Caucausus War. This number –especially via social media- is changeable around 90.000 to 60.000. But Ottoman Army had fought with English Empire at Gallipoli War and Russian Empire at Caucausus War. This factor is very important reason to remember theese wars. But Balkan Wars was very shameful. Because Ottoman Empire had fought at this war ex-provinces and they won the battle. From this reason, forgetting this memory is profitable than its recalling. In this study, martyrdoms, scriptures, bastions, fountains remained from that time will be examined, documented and offered a respect tour.

Keywords: Balkan Wars, The Respect Route, India Muslims

RURAL POVERTY: MUGLA GUNLUCE VILLAGE EXAMPLE

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After 1980's, applied neo-liberal economy policies at global level and entrance of multi-national corporations into agricultural area was one of the expectations to bring out underdeveloped countries rural areas development and modernization. However, it can be said that applied economy-policies caused increase on poverty. Existent circumstances and due to global market conditions petty agricultural producers could not earn their life from agricultural productions, which increased poverty among villagers. The situation is not different in Turkey. Turkey had to have political decision according to suggestions and sanctions of international organization such as EU, IMF and WTO. Due to those economy policies villagers had to stop or decrease their agricultural facilities and they had to either migrate to urban areas to find jobs or accept poverty conditions and stay in their villages.

In this study the dimensions of rural poverty was investigated in Muğla's Günlüce village. First of all concepts and theories of poverty were discussed and the affects of basic economy-policies related to rural development and agriculture on the Günlüce Village case. For this reason a structured interview (5) and survey was applied for 68 household. According to research results villagers had to leave agricultural productions and to be deprived of their basic livelihood. As an alternative, especially young people had to migrate to urban or touristic places for work. Elderly, who has no alternative, had to stay at village. Pensions are most of villagers' main income. Those who do not have pension or other income source had to accept deepening poverty. On these conditions poverty has increased in the village by the time.

Keywords: Rural poverty, agriculture, poverty, globalization

THE MOTIVE OF APPLE IN DIFFERENT CULTURES AND ITS USAGE IN ANATOLIAN FOLK SONGS

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Some cultural motives (themes) are used for the same purpose in different cultures and the meaning of these motives do not changes sharply along the centuries. One of these motives which ise encountered commonly in different cultures is the motive of apple. This motive has found its place in both religious texts, from myths of Antique Greek to the holy scriptures of monotheistic religions, and non-religious secular texts. The common issue in all of these text is that the motive of apple implicitly symbolizes the relations of men and women. In this paper we will emphasize the common aspects of apple through discussing how this motive used in different cultures. Then we will discuss the aspects of apple in Anatolian folk songs in terms of these songs' texts. But we won't restrict ourselves by anonymous texts, on the contrary the poems of troubadours will be also quoted because they are the elements of same tradition. In this way, the meaning of the motive of apple in different cultures will be introduced and to make coherent explanations on this issue will be possible. Depending on this, we will determine the place of Anatolian folk songs and locate them in this cultural framework. Finally, to understand the texts of folk songs which contain the motive of apple will be possible because the aspects and features of this motive has explained by this paper.

Keywords: Apple, Folk Song, Cultural Motives,Troubadours, Religion.

A SOCIOLOGICAL ANALYSIS OF SUPERSITITOUS BELIEVES OF ACADEMIC MEMBERS: ABANT İZZET BAYSAL UNIVERSITY SAMPLE

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People have always had some supersitious believes. Some things are thought to bring good luck and some things are thought to bring bad luck. Here the main idea of the research is to find out how academic members of Abant İzzet Baysal Univetsity approach to this idea of supersititons especially taking their names of scientists. To find out what they think about this a questionnnaire will be applied to the academic members of almost each faculty.

Keywords: Supersitious Belief, Customs, Academic Member

NEW REPRESENTATION OF THE POSTCOLONIAL: NEO-HYBRIDITY

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Reading late capitalism or globel capitalism in the context of postmodern criticism requires on investigation of modernism. While the critique that postmodernism brought to modrenity expresses a critical approach to same certain matters like the monotony of modernity, the sacredness of science and the outhorianism of the center, it revolts against westernization in non-western societies. Capitalism has needed to dominate non- industrialized countries to find new markets in historical process ın thiz process called emperialism, West has created the course of an improvement out of its own will in non-western societies with the help of the concepts which it produced according to the current situation. As Dirlik states, it is allowed that some countries establish economical, cultural and political hegemony on the other countries instead of establishing direct sovereignty in the new global order. The West continually re-manufactures the bio-power relations, re-building the identities it creates for those outside itself on a temporal and spatial dimension. Today, instead of revitalising the social or endeavoring to include the identities and differences that appear, these people are made to speak for themselves as sub-cultures and beyond the limits of collective containment. Sub-cultures are new sources of identity. Global world may define the floating human identity and relations as individuality and freedom within postmodernity; however, the West presents the extensions of this attitude in the marketing of culture as global capital, in presenting you to yourself. The West has nourished this new presentation with the originality of local values, evaded the position of the occupant and created an appearance that is, by all means, hybrid.
In this context, a country can be both post-colonial and neo-colonial at the same time in today's societies. İn this study , we aim to display that orientalism always legaalizes itself with the help of a postmodern reading against the analysis of non-western societies with the concepts produced by West.

Keywords: West, Postmodern, Modern, Non-Western, Emperialism, Capitalism, Hybridity, Bio-power.

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THE STRUGGLE OF AFGHAN FAMILIES NOT TO BECOME THE OTHER: TURKEY SAMPLE

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People can leave the Society they live in sometimes intentionally and sometimes by force of conditions. It is not very easy for people to integrate with a society, which they do not know and they have to live in, establishing new sociocultural and socioeconomic relations. The individual who lives in a different society from his/her society, both is marked as the stranger of that society and is subjected to continuous social marks related to race and religion. It is possible to make this kind of marking clear in Afghan refugees who have to migrate to different places of the World because of the problems in their country. Afghan people living in many countries of the world also struggle for their lives in many cities in Turkey. (Approximately 5000 in 30 cities in our country.) Thus, Afghan refugees, whose amount is gradually increasing, constitute an important part of unignorable refugee problem of our country. This study, from this point of view, aims to make an applied analysis of social harmony and disharmony problems of Afghan refugee families, who experience both social and psychological processes of being marked and the other in countries they live, in Erzurum which is our sampling in the east of Turkey. The fact that refugees in the cities they live are accepted only as clients and they have no right to be in a business activity causes refugees to work unlawfully. In addition to being subjected to labour exploitation, these refugee families try to survive with the help of the state and foundations on the matters of life standards, nutrition and housing. On the other hand, otherisation by social environment based on obscurity can detach Afghan refugee families from society. Our researches show that the situation of isolation that especially children experience during education leads them towards peevish and deviant attitudes. In this context, the problems of Afghan families, who live in a specific place in Erzurum, both within themselves and with society will be tried to be analysed from a sociological perspective by making profound interviews with them. Also, it is aimed to contribute to the solution of problems by sharing the results with relating institutions.

Keywords: Afghan refugee families, labour exploitation, isolation

Paper ID: 0049

ARTISTIC LABOUR

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The purpose of this study is to examine the relation between the production of art's objects and the forms of valuation of these objects.. It's hard to analyse it, because it has two subjects such as economy and art associating with the terms tangible/ intangible, concrete/abstract, reality/fiction.

It's true that the economy is not realized by artistic purposes. What if art?Is art an activity motivated by economic purposes? It's definitely not. But, was art completely produced regardless of economic motives? Or is this possible?Of course not. So does it mean that the art's object is a commodity?

To seek answers to these questions, the method of this study, is, first of all, to try to look closer the (un)correlation between the production of the art's object and the production of the commodity, and then to discuss the fetishism of the art's object contemporarily.

Keywords: Commodity, symbolic value, symbolic capital, art, labour, the process of the production of the art's object.

Paper ID: 0050

THE UNION OF THE TRADITIONAL AND THE GLOBAL: GRADUATION HENNA

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It is a common situation in today's societies that the global and local culture elements overlap in the globalizing world. That the capitalist liberal policies becoming widespread within social structure makes it possible that everything becomes a profit-oriented and commercial merchandise. In this context, western-style approaches that were once received as an extension of modernisation, confront nowadays us in a different identity with some kind of localisation. We have new and interesting results as a conclusion of modernisation or distortion of the traditional with a different reading. That graduation ceremonies in today's Turkey, or at least partly, are linked to a traditional ritual is the result of this approach. From this perspective in this study, ceremony of "henna night" will be tried to be evaluated in the light of data obtained from qualitative interviews made with participants conducting this ceremony.

Keywords: globalization, traditional, global localization, graduation, capitalism

UKRANIAN FOREIGN POLICY AND ITS DOMESTIC SOURCES

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The article argues that contrary to neo-realist approaches to the study of Ukrainian foreign policy, in the final analysis, it is Ukraine's domestic factors which determines the direction of Ukrainian foreign policy in the post-Soviet era.

This article demonstrates that the existing neo-realist studies of Ukrainian foreign policy exaggerates the role of external factors and neglects the crucial role of domestic factors in Ukrainian foreign policy.

The aim of this article is to analyze Ukrainian foreign policy and its domestic sources since 1991, with a focus on the post-Orange Revolution Era and to discuss the impact of political, economic and cultural factors on Ukrainian foreign policy as well as the Crimean question.

Keywords: Ukraine, Orange Revolution, the Crimea, Russia, the Crimean Tatars

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BARRIER FREE OR SOCIAL FREE?

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Barrier free design in Turkey is fast becoming a subject to place emphasis on and be wary of both due to various existing and soon-to-be actualized legal regulations and changes whose effects are gradually felt in the demographic structure. Public institutions and organizations are under pressure to accelerate/finish their works in this direction, especially due to legal obligations. Disabled have an additional importance in barrier free-space design. The works, which started with the target of disabled using urban spaces in equal conditions and rights with the non-handicapped and these spaces made "accessible" for everyone, are usually designed by the disabled with the "empathy method". As a conclusion of this, spatial organizations which are frequently built with effects such as cost-savings, narrow-mindedness and insensitivity become debatable frequently and are far from serving the targeted user group. On the other hand, despite being rare, the works made with the participation of users are not only found successful by the handicapped

The paper is going to answer how physical spaces commonly-used and what kind of physical problems are we facing today in Istanbul, how related socializing problems are with the designs and utilizations of locations. It is important to show the effect created by not being able to use the physical space in equal rights.

Keywords: social connectivity, accessibility, disability, participatory design process.

FORGIVENESS AND MENTAL HEALTH AMONG TURKISH CHILDREN

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The present study investigated hope, anger, and depression as mediators between forgiveness and social behavior in fourth grade Turkish students. This study is the first which investigates the role of forgiveness in mental health variables and social behavior in Turkish fourth grade children. A total of 352 fourth grade primary school students participated from eight different public schools in Isparta. The average age was 9.98 and 56.3% were boys. The Enright Forgiveness Inventory for Children (EFI-C), the Beck Anger Inventory for Youth (BANI-Y), the Children Hope Scale (CHS), the Social Behavior Questionnaire (SBQ), and the Children's Depression Inventory (CDI) were used. Results from structural equation modeling analysis indicated that depression mediates the relationship between anger and antisocial behavior and between hope and antisocial behavior. Anger mediates the relationship between hope and depression and between hope and antisocial behavior. The present study showed that without the effect of unforgiveness, anger caused depression and antisocial behavior. After hurtful event, anger occurred firstly, depression and antisocial behavior followed respectively. The associations regarding forgiveness were not confirmed but forgiveness was related to anger and hope directly. The present study offers empirical information on how forgiveness predicts mental health variables and social behavior in children.

Keywords: anger, depression, forgiveness, hope, social behavior

THE RELIGIOUS AFTER RELIGION: "POLITICAL RELIGIONS" IN MODERN TIMES

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How can we escape a religion if it is all around us? This question is challenging question for social scientist who concerns the political science today. The aim of the present paper is to focus on religiosity after secularization process in the world and the political religions in modern times. With this aim this paper consists of two parts, one providing of general characteristics of disenchantment of the World with the secularization process after French Revolution and the other evaulating the re-enchantment of the World with the new modern political movements or ideologies, namely, "the political religions" - with the terminology of Eric Voegelin-, which depend on religious motives and religious experiments of the past. With the term of "political religions", including Marxism, National Socialism, Fascism, positivism, and today Islamic, Christian and Jewish fundamentalism etc, Voegelin explains modern political phenomen in modernity in terms of religion and religiosity. According to him modern political world-view produces "religional systems" and it takes it's symbols from religion, namely Christianity although it rejects. Followers of the these ideologies want to create God's Kingdom on Earth and seek to "immanentize the Christian Eschaton" and therefore pursue, not divine redemption, but immanent salvation. According to these ideologies our saviors are progressive superman of Condorcet, the positivistic superman of Comte, proletariat or the materialistic superman of Marx or superior race.

Keywords: Religion, Political Religion, Secularization,Ideology, Eschaton

EFFECT ON A STUDENT ACHIEVEMENT OF SCENARIO-BASED LEARNING APPROACH IN THE SECOND GRADE MATHEMATICS LESSON

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The aim of this experimental research is to determine whether there is a significant difference in terms of influencing students' academic success between the Scenario-based learning approach and classical method according to the processing of the subject of "Symmetry" at the 2nd grade mathematics lesson.The research was performed with 46 second grade students chosen from two different schools and two different classes in the central district of Kahramanmaraş during the first semester of 2012-2013 academic year.In the experimental group,courses were processed according to the scenario based learning approach (SBLA) , in the control group courses were processed according to the classical method. Pre-test as an assessment instrument was administered and were taken from the teacher's book published by the Ministry of Education , researcher prepared the post-test by getting expert opinion in line with the pre-test.The research results from the achievement test shows significant difference in favor of the experimental group between the experimental group and the control group.

Keywords: Scenario-based Learning, 2nd Grade Mathematics Lesson, Symmetry

FORGIVENESS EDUCATION WITH TURKISH CHILDREN

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Research has indicated that living in impoverished environment can cause negative effect on young children. Forgiveness education programs are designed to help children by increasing forgiveness, hope and prosocial while decreasing anger and depression which appear after deep hurt. This study examined forgiveness education program in classroom settings in fourth grade Turkish students who were exposing to impoverished environment. The forgiveness education program was based on Enright's process model of forgiveness. Two studies were made in order to evaluate forgiveness education program. In the first study, it was found that poor students presented significantly greater anger and depression than students represented average socioeconomic status. In study two, participants were a hundred twenty two fourth grade students (Exp = 74, Con = 48) in five primary schools. Forgiveness education program was implemented by school teachers who received support from psychologists. Analysis of the first posttest data revealed a significant increase in forgiveness and hope and a decrease in anger in the first posttest for the experimental group compared to control group. The second pretest results indicated no significant group differences for all variables in experiment group. The significant findings and forgiveness education program were discussed.

Keywords: forgiveness, anger, depression, hope, social behavior, children

Paper ID: 0059

SOCIAL FACTORS ASSOCIATED WITH SUICIDE AMONG WAR VETERANS IN BOSNIA-HERZEGOVINA

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The aim of this study is to examine trends of suicide among the war veterans in post war period Bosnia and Herzegovina. The research provides understanding the impact of social factors such as family, religion, economy, and socialization on suicidal behavior among specific group. In other words, sociological aspect is linked with psychological contention. The research conducts relevant research in the field of sociology. Exclusively, the research covers open-ended question for analyzing, what war veterans think about this pullulate social phenomena among the globe. The research investigates what kind of social factors lead suicidal ideation and measuring those social factors which associated with suicide among war veterans in Bosnia-Herzegovina. These social factors are religiosity, family structure, economic structure and integration with society. Wars and conflict have been continuously present since the beginning of human history, where we are faced with their destructive power. Wars cause civil causalities, loss and destruction of homes and families, loosing bond with God, collapsing of financial and economic situation of society members, and alienation and anomie. This research will show how suicidal ideation was embodiment by social variables which arise specifically among the war veterans community in Bosnia-Herzegovina.

Keywords: Suicide, War-Veterans, Social Factors, Egoistic, Altruistic, Alienation

Paper ID: 0060

1917 RUSSIAN REVOLUTION AND AFFECTS ON TURKISH FASHION

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Turkey has always become one of the first countries that refugees coming by in several periods of history as is today as a result of Turkey's geographical position and acting as cross-continental bridge. After 1917 Russian Revolution, Czaristic Russians that had left their country immigrated to Turkey as a fist station of freedom in November,
In 1921, the number of Russian refugees reached one hundred fifty thousand and İstanbul became second homeland for them. Giving their artistic energies and spiritedness to İstanbul, Russian refugees breathed new life into communal living. Tendencies of fashion that became different together with the alterations in social life, perception of beauty and cultural diversities collated in Turkey and affected costume fashion. All events that emerge and changes in appearances has become inspiration of this study. This research is seen to be important with respect of the formation of fashion in Turkey in historic process and then the affects of Russian Revolution on structuring concept of fashion in Turkey.
The purpose of this study is to set forth the changes took place in culture of wearing by analysing the affects of Russian refugees that are settled in Turkey after 1917 Russian Revolution on Turkish clothing fashion. Historic and scanning methods are used besides document review method to gather data. General features of the dressings of the period and accessories that are found in accessed sources and photographs are studied and the affects are tried to be defined basing on the sources.
 In this research; it has been made out that dressing culture of the Russian refugees affected Turkish fashion within visual concept on the way to westernization and the usage of such details as frills, flounces and tulles were started to be more common after this social event and the refugees settled in Turkey after Russian Revolution affected costume preferences of Turkish women in a great deal.

Keywords: Clothes culture, history of fashion, sociological phenomenon, Russian Revolution

I. WORLD WAR WOMEN'S MOVEMENTS AND AFFECTS ON FASHION

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Fashion has been affected by social events, tendencies and different disciplines throughout the historic process. Thus, it is possible to define fashion as a phenomenon seeking novelty and being affected each novelty that is found. Besides the tendencies and disciplines that affect fashion; social, economic and historic events that influence the world, also cause transformations by affecting phenomenon of fashion.

Costume preferences of women and fashion designers have undergone similar transformation as daily life that is changed during I. World War. Fashion and Women's Movements affect each other directly and costumes of the period, fabrics and formations of costumes have become subjects of changes in compliance with the daily life conditions. Clothes have been a visual symbol of uprisings within the scope of Women's Movements.

It is assumed that silhouette of women as changed as well as offers of dressings changed with each social tendency during I. World War and this affects fashion of women. All these similarities and changes in appearances have become sources of inspiration for this study. The object of this study is to present the affects of Women's Movement on fashion. Historic and scanning methods are used besides document review method to gather data.

In consequent of the research; going into the effort of having settled placed in all fields of society in which men have voice after the women's movements occurred during I. World War, women have provided new forms in costumes by reflecting intellectual and visual changes in their dressings. It has been considered that the preferences of women are affected by the movements of women and this paves the way to the modern appearance of women and perception of fashion.

Keywords: Clothes culture, sociological phenomenon, Women's Movement.

IASSR INTERNATIONAL ASSOCIATION OF SOCIAL SCIENCE RESEARCH

AN EVALUATION ON THE DETERMINANTS OF YOUTH UNEMPLOYMENT IN TURKEY:
LITERATURE SURVEY

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The world is increasingly faced with the problem of youth unemployment. Unemployment in the young population in the world is approximately 36%; in EU countries 23% and in Turkey around 18%. Youth unemployment and employment is an issue that should be heeded in Turkey too. The solution of these problems will be possible with established a youth strategy in order to solve the problems and evaluation of human capital in the best way. Although Turkey has given commitments to some of international organizations that he'll make a strategic plan for youth employment, a stable youth strategy formed is not available yet.

This study aims to contribute to be established youth strategy with the dimension of employment and unemployment. For this purpose, it needs to make a determination to discuss aspects related to the subject in the framework of academics, public and the government in Turkey. Therefore, the evaluation of the literature will be done.

Evaluated literature consists of reports, thesis, papers, articles, projects and media reports completed within the last 5 years. This study aims to identify the extent of the youth unemployment discussion in Turkey.

The study consists of three parts. The first section is intended to explain youth unemployment. In the second part the results of the literature are given. In the last part of the study, highlighted by employment dimension a youth strategy has been proposed

Keywords: he determinants of youth unemployment in turkey

EFFICIENCY ANALYSIS ON LABOUR MARKET OF STIMULUS PACKAGES APPLIED IN TURKEY

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The four incentive package has been developed to ensure economic developments in Turkey in the last decade also including the period of time the world economy suffered major damage. With these packages, a number of advantages are provided both national and regional level. Investment and employment's rates are expected to increase with the stimulus such as tax and insurance premium reductions, energy subsidies, free land allocation and interest rate supports. The first stimulus package is regulated by Law No.5084 in 2004. Then, this package has been extended with the amendment of this low by the Law No. 5350 in 2008. In 2009, a new independent stimulus package was enacted. Finally, in the light of the experience gained from other packages, a new stimulus package has created in 2012.
This article has been drafted to analyse the effect of the relevant stimulus package onto the labour markets. In the first part of the study structured on three chapters, stimulus package were examined in general terms. In the second part, labour market components which are the subjects of the analysis were qualified.
Within the framework of these parameters, stimulus packages covering eight years (2005-2012) were compared with the symmetric eight years prior period (1997-2004). In the last chapter, the emerging landscape was evaluated into the success / failure expression and some suggestions have been developed. Consequently, a significant increase has been identified in indirect taxes during stimulus packages.

Keywords: labour market, stimulus packages, employment, unemployment, tax

CONSTRUCTION OF EUROPE: PERSPECTIVES FROM MEMORY AND IDENTITY

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Collective memory does not come into being spontaneously. It is cretaed and mainteined by collective institutions and thenaction of each and everyone. Europe, seen as s political Project designed to transcend nations, faces the challenge already encountered in the past when the nations were being built. And also, collective memories mould social gruops, genereations and nations and constitute identity. Such memories can refer to real events but also to myths.In this context,What are main obstacle in front of Turkey's EU membership: Religion, Identity and Culture I am focusing on the identity and culture issues between the Turkey and EU. Therefore I am researching the how effective these elements when it comes to Turkey's membership to the EU? If the public opinion say to Turkey 'no' on this membership because of the identity and culture issues
what are the main factors behind this perception?

Keywords: European identity, collective identity, collective memory

A RESEARCH ON TEACHING TURKISH TO THE GREEK AND JEWISH SUBJECTS OF OTTOMAN EMPIRE

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On account of the political view of the Ottoman Empire, rights of the ethnical groups were preserved and there was no dicrimination between Islamic and non-islamic subjects. In this study, teaching methods and technics of Turkish to the children of Greek and Jewish subjects of Ottoman Empire have been identified.

In this study, documents which are listed below will be analyzed: Elifba-i Osmanî (1291/1874), published by Konstantinidi for young Greeks, Mükemmel Elifba-i Osmanî (1895), a alphabet book published by İoannis İoannidi for teaching Turkish to Greek subjects of the Ottoman Empire, Ecnebilere Mahsus Elifba-i Osmanî (1308/1892), publihed by Selim Gürcü, Kıraat Kitabı (1313/1897), published by Ahmet Rasim, Sarfı Lisanı Türki (1327/1911), Using Turkish Language: published by Selim Kohen.

Five books mentioned above have had important functions in teaching Turkish as a second language throughout history. This study will also show the oversensitivity that the Ottomans had towards teaching Turkish as a foreign language.

Keywords: Turkish education, first reading and writing, Ottoman, Greek, Jewish, Alliance Schools.

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THE EFFECT OF MARKETING-ORIENTED PUBLIC RELATIONS WORKS ON UNIVERSITY APPLICANTS: A COMPARATIVE STUDY BETWEEN STATE AND FOUNDATION UNIVERSITIES

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The purpose of the study; to determine the effects of marketing oriented public relations works on the choices of the students.

Scope of the study; The study includes two state and two foundation universities.

Research approach: A questionairre is used in the study and the data gatherd by it is proceesed and analyzed by using SPSS for Windows 17.0 programme.

The importance of the researh; Universities announce their characteristics, corporate identities, academic staff, technological capacities, apprenticeship and job opportunities, to the students by using various communcation channels and seeks to attract them. Each year, more than one and half million students take the university entrance exam and they have to make their choice among the 176 universities, 104 of which are state and 72 of which are foundation universities. There is a high percentage of demand to the universities but the number of the applicants who can financially afford to attend a foundation university is very low. This situation creates a competition and marketing-oriented public relations works. State universities also, although not as much as foundation universites, are included in this process and try to attract the students by employing some marketing-oriented public relations works.

Keywords: Marketing, public relations, universities

Paper ID: 0072

THE ART OF MOSAIC IN HATAY

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Basics of ancient Greek and Roman art based on the amazing decoration of mosaic art in art history from durable and artistic activities have been important . Mosaic, various colors of stone, metal , glass, marble, tile, ceramic or shell like a small and various parts of the above ground juxtaposed with the figures and figureless wall paintings and floor coverings to is the common name . The tasks of socio-economic processes, culture and belief systems that create works of art in every age of people had a positive impact . Mosaic products also emerged as the period for centuries by different societies and cultures have undergone various changes processed and reached up to the present has been the most important works of art . The materials used in their production as well as construction techniques and compositions created large periods of time but differentiated mosaic works decorate the place where people live has always continued . Starting with pebble glass, ceramic, bone , limestone and basalt outside , emeralds, pearls and precious stones such as rubies took to the use of . In the creation of great effort, patience and time, wanting more than the works of art of the holy places used to furnish the walls and floors nowadays many interior and exterior decorations and decorative products are used in the construction.
Hatay hosting due to a combination of many cultures , art, bearing the traces of cultural interaction in the field has the ability to be a province . Today in Hatay quarrying , especially Harbiye (Daphne) , Samandağ and maintained by a few deft in Antakya districts , attractions, and emerges as products for gift . In this paper ; made in Hatay mosaic art for gift giving information about tourist attractions and construction phases of manufactured products and product types will be explained with examples.

Keywords: Hatay, Art, Mosaic, Product

THE EFFECT OF CULTURAL TOURISM ON URBAN DEVELOPMENT:THE CASE OF
KONYA/TURKEY

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The aim of this study is to propose the effect of cultural tourism on urban development and within this scope help the city to define which areas of it the investments should be heavily made in the future.

Method:In order to put forward the tourist pressure and the effect of tourism on this area of the city, an open-ended questionnaire was applied to 50 tradesmen from the sampling area through random sampling method in June 2013. The questionnaire consists of the following 7 questions "What is your profession?, What is the most important reason for the presence of your store here?, What comes firstly to your mind when you speak of tourism?, What are the benefits of tourism to the city?, What are the drawbacks of tourism?, Do you think that the investments made in tourism are adequate?, Why?, What should be done to improve tourism in the city?"

Findings: In recent years, along with the economic progress in developing countries some changes in cities of those countries have begun to draw attention. These changes include urban renewal, urban transformation, and efforts to renew some areas of cities that have lost their functions. Konya (Turkey) is one of these examples. In order to renew the area both having difficulty in the functionality of the city and bearing the central feature of cultural tourism, the city management has gone into the effort of establishing an area where domestic and foreign tourists could make their visits freely. Within this framework, a couple of changes have been made in the Mevlana Museum and in the immediate vicinity of it. Foremost among these are the square, streets, and avenues of tourist area that are arranged, enabling tourists to tour there comfortably. Some buildings bearing historical significance have been renovated. Whereas the constructions of some luxurious hotels are directed to that area, the constructions of houses and trade centres are directed to the different areas of the city.

Result: It has been seen that the pressure of tourism in the area is fairly much. The most significant request of tradesmen from the city management has been in the direction of making improvements in the Mevlana Museum and in the immediate vicinity of it. When this ongoing study has completed, the results of the study will be precisely presented.

Keywords: The Effect of Tourism on Urban Development, Konya, Cultural Tourism in Konya

Paper ID: 0074

TURKISH ADAPTATION OF THE PRENATAL MATERNAL EXPECTATIONS SCALE (PMES)

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The purpose of the present study is to make the adaptation of the Prenatal Maternal Expectations Scale (PMES) which was developed by Coleman, Nelson and Sundre (1999) for use in Turkey. This scale evaluates the expectations of the pregnants who will be the first-time mothers concerning mothering roles and about babies who will be born soon,. The research sample contained 380 women who are married, waiting their first baby and pregnants for at least 25 week. In order to determine the construct validity of PMES, factor analyses were conducted by using principal components analysis with varimax rotation. According to the results of analyses, 12 items of the scale which had factor weights under .30 were excluded from the scale and it was seen that no factors had double weights. The scale with remained 34 items explained %48.1 of variance and had two factors which were called as Unrealistic Positive Expectations and Unrealistic Negative Expectations. According to the results of reliability analyses, Cronbach's alpha values were found .95 for Unrealistic Positive Expectations and .87 for Unrealistic Negative Expectations. For the construct validity of PMES, associations between the subscales of PMES and the subscales of Child Rearing Attitudes Scale (CRAS) were investigated and significant associations were found between those subscales. PMES was applied 10 days after for the second time to measure test-retest reliability and values were found .92 for Unrealistic Positive Expectations and .71 for Unrealistic Negative Expectations .71 (p<.001). According to the results of the validity and reliability analyses it can be said that the Prenatal Maternal Expectations Scale (PMES) has sufficient level of psychometric properties.

Keywords: Prenatal period, maternal expectations, validity, reliability

THE INVESTIGATION OF CLASSROOM TEACHERS' VIEWS ABOUT LIFE SCIENCE CURRICULUM IN THE CONTEXT OF VALUES EDUCATION

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This study has been conducted to examine classroom teachers' views about Life Science curriculum in the context of values education. By examining life science curriculum in the context of values education, classroom teachers are required to exhibit the more effective learning – teaching process and the aimed activities. So, this situation is required to examine classroom teachers' knowledge concerning about values in the life science curriculum as a research subject. This study has been carried out by using scanning model. The study universe is composed of 305 classroom teachers who work in Bingöl city center. The sample has not been taken because of having been reached all the classroom teachers. For data collection, the measurement tool which is developed by the researcher himself and consists of two sections has been used. In the first part, there is personal information about participants and in the second part there are items which determine the teachers' views and the suitability in terms of values education involved Life Science lesson acquirements, learning and teaching process, measurement – evaluation activities. The surveys have been delivered to classroom teachers on the basis of volunteering and these surveys have been filled by 162 classroom teachers. Data has been analyzed by using SPSS 18.0 package program. The frequency and percentage range of the answers has been given that are answered by classroom teachers and graphics and patterns have also been utilized when the findings are given. When the teachers' views are examined and the values that aimed to acquire to students in terms of importance degree have been arranged by classroom teachers; the following results have been reached: they have seen the most important value as' love'; Life Science lesson is much more effective than the other values when the value of 'benevolence' is aimed to acquire; the most suitable method is the 'educational game method' envisaged in the curriculum of Life Science for the acquirement of the values; observation technique is the most suitable measurement –evaluation method for the measurement of the values. Various proposals have been presented based on these results and findings. This committed study is hoped to be useful for teachers, program development specialists and decision-makers in the education system.

Keywords: Life Science, values education, classroom teachers

Paper ID: 0081

INTERCULTURAL COMPETENCE AND LANGUAGE TEACHER EDUCATION

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In 2001, with the publication of Common European Frame of Reference (CEFR), the aspects of 'communicative ability' were made clearer for foreign language learning and teaching. CEFR categorizes communicative language competence under three interrelated components as linguistic competence, sociolinguistic competence, and pragmatic competence. Within this frame of reference, besides being linguistically competent, learners of a second language and culture are expected to be plurilingual and pluricultural to develop intercultural competence. Language learners in CEFR are seen as individuals who do not necessarily approach the languages they know as separate forms but associate both languages and cultures. Hence, teaching and learning foreign languages is viewed as a process of promoting social and cultural values such as respect for difference, tolerance for a range of different cultures and lifestyles and communication. In this view of language teaching, teachers have a vital role to play in promoting intercultural competence in and through their language teaching (Bianco, 1999; Byram, 2001; Alptekin, 2002). Teaching foreign languages goes hand in hand with teaching about other cultures, but it should be noted that cultural knowledge does not necessarily lead to intercultural competence. Developing intercultural competence requires use of inclusive and context-sensitive classroom management strategies and a choice of teaching materials reflecting social and cultural diversity. In order to find out how competent trainee teachers view themselves in their critical role to promote social and cultural values as components of intercultural competence, we conducted a research with a group of ELT students. To this end, a questionnaire was administered to the senior students studying at English Language Teaching Department of Cukurova University at the time of the study. The objective of language teacher education programs is to equip trainee teachers with the necessary skills and knowledge to enhance their qualifications. It is of great importance to increase intercultural understanding in the world, and incorporating intercultural communication training in teacher education should be one of the first steps in this process (Lazar, 2003).The results of the study, we believe, contribute to the field of foreign language teacher education by providing insights into the mind of trainee teachers regarding their role in promoting intercultural competence.

Keywords: Intercultural competence, foreign language teacher education

RUSSIAN TYPES IN TURKMEN NOVELS THE THEME OF WHICH IS THE OCTOBER REVOLUTION

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Novels which deal with the October Revolution, that is Bolshevik Revolution of 1917, are written in all Soviet republics and especially Socialist Central Asian Turkish Republics after the emergence of Socialism. The works the subject of which is the October Revolution are written in Turkmenistan which became a repuclic of the Soviets in 1924. The first of these works is Ata Govşudov's novel, named "Perman". Besides, Hıdır Deryayev's "Ikbal", Berdi Kerbabayev's "Aygıtlı Edim", Beki Seytekov's "Doganlar", Berdi Soltannıyazov's "Sumbar Akyar", and Narıman Cumayev's "Velayat" follow it. The October Revolution is recounted in aforementioned novels through three important types. The first of aforementioned types is "favourable type" and the second is "unfavourable type" and the third is "Russian subsidiary type".

Russian subsidiary types undertake a mission to introduce Socialism in the novels which deal with the October Revolution. They come to Turkmenistan as a factory laborer or railway man or engineer before 1917. The lad as favourable type in these novels recounts the idea of Socialism to Turkmen poor. He helps them to be a revolutionist. Russian types in Turkmen novels, the subject of which is the October Revolution, have some common features. Foremost among them is that they know Turkmen very well, they are familiar to Turkmen culture, they are good at communicating, and they can solve the problems of local protagonists.

In this paper, particular features of Russian subsidiary types such as introducing the revolution and ideology, providing guidance, and transferring meta-culture will be evaluated after general features of Russian subsidiary types, one of three fundamental types in aforementioned works which deal with the October Revolution, have been determined.

Keywords: Turkmen novel, the October Revolution, Russian type.

Paper ID: 0085

PSYCHOMETRIC PROPERTIES OF TURKISH VERSION OF METACOGNITION APPLIED TO PHYSICAL ACTIVITIES SCALE (MAPAS-TR): A STUDY ON EARLY ADOLESCENTS

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The aim of this study was to examine the psychometric properties of Turkish version of Metacognition Applied to Physical Activities Scale (Settani et al., 2012). The sample group of the study consisted of 145 (38.4%) girls and 233 (61.6%) boys at the age of early adolescence (aged 11-14). In order to present the factor structure of the scale, Kaiser-Meyer-Olkin sample criteria (KMO=.869), Bartlett test criteria (Chi-Square=815.568, df=.45, p=.000) and factor loadings (.406≤ r ≤.680) were considered within the scope of the Explanatory-Factor-Analysis (EFA) applied to the data set. The factor structure occurring upon EFA was tested with Confirmatory-Factor-Analysis (CFA) and standardized lambda (.34≤ λ ≤.61), R2 values (.12≤ R2 ≤.40) and t values (6.18≤ t ≤12.45; p<.01) were assessed together with various fit indexes (RMSEA=.061; CI%90=.044-.078; SRMR=.044; CFI=.93; NFI=.90; GFI=.96; AGFI=.93). As a result of the item analysis based on the mean differences between the 27% lower and upper groups which was applied in order to determine criterion validity of the items showing good fit to the data among the factorial model, it was seen that t values varied between 11.22 and 13.82 and had a statistically significant level of discrimination (p<.01). Reliability analyses showed that the internal consistency coefficient (Cronbach's alpha) of the scale was .81, and that item-total correlation (rjx) coefficients ranged between .309 and .556. All these findings concerning the psychometric properties of the measurement instrument reveal that MAPAS-tr is valid and reliable instrument that could be used on school-aged individuals in a Turkish-speaking society.

Keywords: Physical activity, metacognition, early adolescents, validity, reliability

FRAMEWORK OF SOCIAL SECURITY SYSTEM IN TURKEY

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The social security system in Turkey was radically transformed in 2006 with the enactment of the Social Security and General Health Insurance Law and the Social Security Institution Law. This paper analyses the main changes brought about, the positions of interest groups, and some of the current implications.

Demographic changes, financing challenges, unequal access to social security by different categories of the population as well as institutional inefficiencies all combined to convince policy-makers of the need for an extensive and radical reform of the Turkish social security system, which has been implemented in phases since 2006. The social security reform in Turkey involved the restructuring of pension and healthcare systems with the administrative reform of social security institutions with enacted reform laws in 2008.

Keywords: Social Security, European Union, Insurance, Employment, Pension

THE RELATIONSHIP BETWEEN TEACHERS' PERCEIVED ORGANIZATIONAL JUSTICE AND ORGANIZATIONAL CYNICISM ATTITUDES

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In this study, the relation ship between teachers' perceived organizational justice and organizational cynicism attitudes is examined. The research was done with 375 class and subject teachers who work in 18 different Primary Schools in centrum, Denizli in the Education year of 2011-2012. In the data analysis, percentage, frequancy, mean, standard deviation, independent sample t test and one way ANOVA have been applied for parametric distributions and in the cases when ANOVA analyses have been significant, Scheffe test has been applied for homogeneous variations. And also Kruskall Wallis H test has been applied for non-parametric distributions and in the cases when Kruskall Wallis H test has been significant, Mann Whitney-U test has been applied. Data analysis were conducted with SPSS 16.0 statistical package program in .05 significance level. It is observed that there is no significant difference between demographic characteristics (gender, branch, school type, edicational status, graduated school) and perceived organizational justice. And also It is observed that there is significant difference between age and perceived organizational justice. It is observed that there is no significant difference between demographic characteristics (age, gender, branch, school type, edicational status, graduated school) and perceived organizational cynism. According to the findings in this research there is a negative relationship between teachers' organizational justice perceptions and Organizational Cynisme attitudes.

Keywords: Teacher, organizational justice, organizational cynicism

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THE EFFECT OF ADOLESCENTS BODY WEIGHT ON FRIEND RELATIONSHIP

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Aim: In this study, it was aimed to determine the friend relationships of adolescents who have below and over normal body weight according to their Body Mass Index (BMI)
Material Methods: This study was conducted with the volunteered adolescents who were attending Ministry of Education high schools which were located in different socio-economic district (According to TÜİK) of central Ankara. The study sample included a total of 937 adolescents selected randomly. After calculating the BMI of individuals, 694 normal weight person was excluded from the study. The data were evaluated 243 adolescent who have below (%73.3) (BKI<18.5) and over (%26.7) (BKI>24.9) normal body weight. Adolescents who participated the study 49.0% male, 51.0% were female. The mean age was 16.36+1.09 (m:16.33+1.09, f: 16.39+1.09) years, the mean BMI was 20.00+4.68 (m:21.44+5.20, f: 18.62+3.62) kg/m2 . As a means of data collection questionnaire form used and each adolescent's height and weight measurements was taken then BMI was calculated. Their friendships relations was determined by using 'Friend Relationships Scale". The evaluation of research data, primarily to determine whether the scores obtained from the friend relationships scale normal distrubuted, Kolmogorov-Smirnov single sample test was utilized. Because the test results revelaed that the scale mean scores were not distrubuted normally,the data were analyzed by using the non-parametric "Mann Whitney U test" .
Results: When the friend relationships mean scores of adolescents was examined, the mean score of adolescents, who have low BMI, have higher scores from the sub-dimensions of loyalty, self disclosure and total scores and it was significantly meaningful. A high score indicates positive relationships with friends. Adolescents with low BMI had better friend relationships. Also, the results showed that gender created a meaningful difference in the commitment, self –disclosure and loyalty subdimensions of adolescents who have low BMI and in the loyalty and commitment

Keywords: Adolescence, friend relationships, BMI, nutrition

Paper ID: 0089

THE RELATIONSHIP BETWEEN SELF-EFFICACY AND RISKY BEHAVIORS IN ADOLESCENTS

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Aim: The aim of the present study is to analyze the relationship between adolescents' self-efficacy and risky behaviors.

Methodology: The data were collected by means of Self-efficacy Scale for Children and Risky Behaviors Scale. Pearson product-moment correlation and cluster analysis were used in data analysis. The data were collected in 2012-2013 academic year from 782 adolescents studying at 9th, 10th, 11th, and 12th grades in Ministry of National Education schools in Çanakkale. Of the participants, 30.6% (n= 239) were female and 69.4% (n=543) were male. The data were analyzed by means of SPSS 16.

Findings: A negative relationship was found between adolescents' academic self-efficacy and antisocial behaviors, alcohol use, smoking, suicide tendency, and school drop-out. In addition, a negative correlation was found between social and emotional self-efficacy and suicide tendency and school drop-out. As a result of the cluster analysis, it was found that adolescents with high self-efficacy have low risk behaviors and low self-efficacy adolescents have high risk behaviors.

Conclusion: In conclusion, it could be argued that self-efficacy is a factor which protects against risky behaviors. The findings have been discussed in light of the literature.

Keywords: Adolescence, Self-efficacy, Risky Behaviors, Cluster Analysis

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SEEKING GOGOL'S OVERCOAT IN THE STREETS OF ST. PETERSBURG

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This study aims a new reading of Nikolay Gogol's Overcoat in the light of the relationship between St. Petersburg and modernity as expressed in Marshall Berman's All that is solid melts into air.
St Petersburg besides being a symbol of Russian modernism and a fictitious city that is Russia's window to Europe is also a frequent place and symbol in Russian literature. Gogol, a pioneer author of nineteenth century Russian literature, satirizes the corrupted bureaucracy and the classed society by using the coat metaphor. The protagonist Akakiy Akakiyeviç represents the "little man" and his tragedy of whom the upper classes are not aware. With this work Russian literature gained a great momentum and an important place in world literature.
Dostoyevski stressed the importance of this work when he once said "We all come out from Gogol's Overcoat"

Keywords: Gogol, Overcoat, St. Petersburg, Modernization

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PUBLIC DIPLOMACY AND STRATEGIC COMMUNICATION MANAGEMENT

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Public diplomacy is based hypothetically on such a power that create favorable environment for an individual interaction of a country's prestige and fame. The countries should perpetuate the communication conducted via public diplomacy and inform foreign public opinion about topics, notably foreign policy. Apart from informing, reason of the study should be told. The communication is strategically important in public diplomacy as the public needs to be manipulated. Establishing long-term relation with various techniques and methods of public diplomacy makes the countries more attractive and reinforces permanent cooperation.

Public diplomacy activities are conducted on two axis; "from state to public" and "from public to public". The first axis includes the reflecting the policy, activity and initiation of the state through the official instruments and channels to the public. Think tanks, universities, recent centers, intellectuals and media have become prominent in direct communication from public to public. This communication were conducted without state channel and official instruments is very important for the success of public diplomacy implementation as the messages reached to the public opinion through state channels are perceived as "propaganda" and these messages have limited effect. On the other hand, messages conveyed by non-state civil society mechanism are followed more carefully. For this reason, persuasiveness/cogency of these messages should be really effective. Thus, public diplomacy activities should be implemented non-state mechanisms to have successful results.

Public diplomacy aims bilateral communication and interaction. Thus, countries should listen the target audiences for public diplomacy implementation and determine their priorities. Secondly, countries should inform target public opinion about their own country, share and initiate to convince them. In public diplomacy which has multi-dimensional and dynamic structure, understanding is as much important as explaining. Public diplomacy is attractive for being open to mutual communication and interaction.

Communication based on bilateral information transfer, manipulating and imposing our view is perceived as propaganda by the public opinion it is probable to be reacted by the public opinion. However, the method of mutual understanding and explaining, listening and speaking, including target public opinion open the door for effective communication strategy.

Keywords: Public Diplomacy, Strategic Communication, Public Relations

THE ART OF THEATRE IN THE PROCESS OF CREATING AWARENESS

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From its beginning on, combining and merging close values and various arts within its own form, drama has provided certain direction to reflection matters. Naturally dramahas become a very important means of representation which also can be exceedingly felt in performance arts. It is a type of art that with The Wasps criticised the legal system and ridiculed the courts of justice, that in order to emphasize the human mind as the first step of Enlightenment made Prometheus to declare war on the gods or criticizing throne struggles added the heroine Antigoney's name to history. Continuing with divina commedia in Rome Shakespeare used this art in Macbeth, Hamlet and other works to satirize the political structure in the Enlightenment period and to reveal all the intrigues related with the struggles for the throne. In short drama has always been a mirror of the society. Molier used drama to show the real condition of the people and Cehov underlining critical reality endeavoured to present the class struggle in his works.
Alternative nineteenth and twentieth century movements were frequently experimented in plastic and visual arts and eventually found an expression in theatrical performance were they, with their manipulative power, gave a certain depth to social problems. Piscator, Stanislavski and Brecht used the shock effect of the Epic theatre on the audience and in many European countries the manipulative power of the theatre was used. In the meantime some alternative theatrical trends emerged that especially on the basis of theatrical aesthetics (audience-actor relationship) were considered absurd.

Keywords: Theatre, Avareness, manipulation

Paper ID: 0099

COACHING EFFICACY: A STUDY ON STUDENTS OF COACHING EDUCATION DEPARTMENTS IN TURKEY

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Coaching efficacy is the belief of coaches about their efficacy to affect the performance of their athletes. The purpose of this study was to determine the coaching efficacy of Coaching Education Department students in universities of Turkey. 229 students (52 female and 177 male) from three different universities participated in the study. Their age range was between 18 and 30 with a mean age of 22.14 years. Coaching Efficacy Scale (CES) which consists of four subscales (motivation, game strategy, teaching technique, character building) with 24 items was administered to the freshmen (55 %) and the seniors (45 %) only. According to the total coaching efficacy scale, results suggested that participating students' self-belief in efficacy was at high levels (M = 7.60, SD = .91). Students' self-belief in the sub-scale of motivation was at highest (M = 7.70, SD = .99), whereas self-belief in game strategy was at lowest levels (M = 7.39, SD = 1.02). In our study, no significant difference was found between independent variables and the coaching efficacy and its subscales. The most interesting finding of the study was coaching education departments students' coaching efficacy did not differ according to the levels of education.

Keywords: coaching, efficacy, coaching education

Paper ID: 0104

A WITNESS TO THE MAKING OF CULTURAL HERITAGE: THE LIFE OF A NINETY-YEAR OLD WOMAN IN MARDIN, TURKEY

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Mardin, a border city in the Southeast region of Turkey, is known foremost for its physical and visual landscape, dating back to the 13th century with its distinct limestone architecture, as well as for the multi-ethnic population composed of Arabs, Kurds, Turks, and Syriac Christians. On the Syrian border and close to Irak, the city has withstood the transformations and upheavals for a century. Today the city has become a destination for the tourism industry, mainly due to its nomination as a candidate to Unesco world heritage list in 2000. Yet behind daily concerns of economic and political forces impacting the city, speaking more for the social and cultural character of the region, are the lives of personal experiences of long time inhabitants.This article is a study of the life of a ninety-year old woman of Arabic descent, who lives on her own, still in her family home in the historic city of Mardin, in one of the distinct houses of the city. This is a biography of one woman who has witnessed the turmoil of personal tragedy and survival, a person who lived and raised a family whose members now live across different cities of Turkey. Like many of her generation, the life of the subject of our study shows how everyday lives of ordinary people reflect the social complexity of history and society and points to the impossible line drawn between the local micro histories of her geography and that of the country at large.

Keywords: Cultural-Heritage, Women's-Biographies, Local-Modernities

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PROBLEMS WITH HISTORY BUILDING IN ARCHITECTURE: A PROPOSAL FOR RE-READING A MODERN ARCHITECT-SEYFİ ARKAN

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Architecture stands on the crossroads of history, philosophy, arts and humanities. Theory in these disciplines is mainly the convincing individual statements of forefathers of the disciplines, lacking strong scientific or pseudo-scientific basis. Individual history writing in architecture is a partial discourse that is expected to contribute to the integrated theory of the discipline as a whole. Hence, it shares the same difficulties with major disciplinary theories of history, philosophy and society.

Seyfi Arkan, a pioneering Modern architect of Turkey, allegedly had tremendous impact on shaping Modern architecture of Turkey. However the archival information in addition to the writings of others about him is controversial and contradictory. Some argue that he was the architect of Atatürk and sided by the existing government to pave his path to professional success, but majority of authors submit his right to have affected the mainstream architecture of Turkey in the days he lived and after.

The goal of this paper is three-fold; 1. To assess his contribution to the creation of Turkish Modern Architecture, 2. To deconstruct history of architecture by using his individual life story, the decisions and processes which have been influential in the forming of his architectural identity, as a tool, 3. To develop pseudo-scientific techniques for this assessment in order to establish more reliable techniques of research for history, social sciences and arts, etc. The architect will be treated as a twist of interactions and interdependencies which will be uncoiled via the utilization of a comparative method and a quantitative content analysis technique known as 'atlasti.com'.

Keywords: architecture, theory, methods, re-reading

RE-THINKING THE ARCHITECTURAL HISTORY COURSE IN ARCHITECTURAL EDUCATION

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The purpose of architectural history/theory course in architectural education is to institute and convey significant knowledge required for reasoning and creativity in architectural design. Delivery of the history course in most architectural schools adopt the 'mainstream' architectural history which especially emphasizes Modern Architecture and its progress worldwide despite the fact that nations have particular histories and circumstances. What is more, anti-globalist discourses anticipate these "other" histories to be on the agenda of architectural history courses today.

At the present lecturers are classified according to their specializations and the course is allotted to different terms in most schools. The time assigned for the course merely enables the lecturers to render a picturesque presentation with little brainstorming information. Eventually the course, generally speaking, boils down to visuals in the form of PPSs. Some history books recently focus on delivering charcoal representations of old building, with even less information than those produced for tourists in sightseeing brochures.

The bottom line is that the course requires a total reconstruction and re-assessment today. This paper introduces a flexible, improvable and contextual construction uncontrived by geography, malleable for possible changes and amendments. It concentrates on the concept of creativity throughout history which reifies students' interest to bond it to studio projects. It considers typologies with special emphasis on radical changes, and concepts which go in tandem. In doing so it aspires to entice architecture students' full attendance.

Keywords: architectural history/theory course, historiography, Deconstructionist history, context, creativity.

Paper ID: 0110

WOMEN ON BOARD: THE PERCEPTION OF GENDER DISCRIMINATION AND PREJUDICE IN MARITIME

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The distinctive feature of maritime is that it carried out in an international environment involving multidisciplinary knowledge. This distinctive feature is include challenging conditions on maritime education and business life. Compared to other sectors, the effects of these conditions are felt more intensely on women. As in many countries of the world, practical applications in the maritime sector in Turkey bears the traces of gender discrimination and prejudices. The discourses based discrimination and prejudice as "this is a profession for men, women are not suitable for this profession and they bring bad luck to the ship" leads to women move away from this profession. Furthermore, this perception is decisive importance their overall performance.

In this study attempted to be determined the perceptions of gender discrimination and prejudice of students attending in higher education of maritime in Turkey with an empirical case in Kocaeli University-Barbaros Maritime School. The study is going to use the survey technique for gathering the proper data.

Keywords: Maritime Education, Gender Discrimination, Prejudice

Paper ID: 0112

INVESTIGATING THE CORRELATION BETWEEN BURNOUT AND OCCUPATIONAL COMMITMENT AMONG PRIMARY SCHOOL TEACHERS

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Teachers should love their job, be supported and be addicted to job for showing wanted performance. In recent years, the increasing problems in education; especially "emotional exhaustion", "depersonalization" and "the decrease in the feeling of personal accomplishment" which effect the teachers' work efficiency directly, uncover the requirement of searching for occupational commitment. In this research, we want to expose teachers' gender, seniority, whether they choose the occupation eagerly or not and the relationship between their burnout level and occupational commitment. 275 primary school teachers who work in Osmaniye province; 143 male and 132 female, compose the sample of this research. We use "Maslach Burnout Inventory", "Occupational Commitment Scale" and personal information form" in order to gather information. While examining the data's, we use 't' test, One -Way ANOVA, Mann Whitney-U test, Pearson correlation coefficient. At the and of the analyzing, it's understood that gender creates a reasonable difference in favor of males at the occupational commitment marks. In emotional exhaustion and depersonalization subscales, the burnout level is higher at teachers who chose the occupation reluctantly. The level of occupational commitment is higher at the teachers who choose the occupation eagerly than the teachers who choose the occupation reluctantly. It's determined that year of service doesn't have a reasonable effect on occupational commitment and burnout subscales. Occupational commitment, it's understood that there is a negative and moderate reasonable relationship. The higher is the teacher's level of occupational commitment, the less is teacher's burnout level.

Keywords: Burnout, Occupational Commitment, Primary School Teachers

Paper ID: 0113

ESTABLISHMENT AND SPATIAL EXPANSİON OF ANTİOCH (HATAY) CITY

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ESTABLISHMENT AND SPATIAL EXPANSİON OF ANTİOCH CITY
Antioch city is one of the most important cities of Hatay province located in the Adana subregion of the Mediterranean region.This city which was established In the southwest of Amuk Plain which is jointly made by Karasu, Afrin and Asi streams, on the slope of Habib-i Neccar Mountain (Silpius) has been the center of attraction for many civilizations thanks to its favorable climate, fertile soil, locating on the roads extending from Anatolia to the Middle East, strategic location, water resources (Orontes, Parmenius, Phryminus Rivers).Antioch was repeatedly destroyed throughout history by earthquakes, floods, wars and lost a large amount of the population.Despite this situation, These civilizations did not give up from these lands.Reigned states in Antioch, either fixed the city remains of the previous states or added new ones to the existing structures to supply the housing needs of large population groups.Thus, they have contributed to the city's spatial expansion.

The main objective of this study is to explain natural and human factors that affect the city's foundation, to present spatial expansions and changes taking place in the city throughout history and forces triggering this spatial differentiation systematic and with geographical perspective.Data about spatial expansion of the city in the last century are based on both field studies and ages of building obtained from various institutions while the data for earlier periods are based on scanning of litarature.

Antioch city which was built by Selevkos I.Nicator, whose boundaries were expanded by IV. Antiochus Epiphanes and which reached It's the last boundary within the walls in the Roman Empire maintained its' boundaries with these three stage up to 19.century.Spatial expansion of the city that couldn't much expanse toward the outside walls until this century due to wars, political strife, natural disasters and secluded community structure of the period of Islam accelerated with the collapse of the walls as a result of the earthquakes.The acceleration of urbanization movement in the last half century, especially the rapid increase in population together with migration, the spread of social and cultural facilities contributed to an expansion of new Antioch on the west bank of Orontes river and adjacent area which is located in the north of the city was included İt's reconstruction boundary.Thus, a three- stage spatial expansion occured in the last half century again.Improvements in transport conditions, the establishment of the university, the increase in shopping centers have affected the size, quality and direction of spatial expansion.

Keywords: Geography, Urban, Spatial Expansion, Antioch

Paper ID: 0115

DOES THE ATTIRE AND STYLE OF JOB APPLICANT AFFECT THE INTERVIEWER PERCEPTION?

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Next to primary factors directly affecting success in a professional work environment, there are numerous secondary factors which also contribute. External appearence, demeanour, manner of speech, body language are among them. In one's mind only several minutes are sufficient to form an "image" of a person newly met. This period is filled with bidirectional messages involving appearance, posture and interaction. Appearance holds an important position within these first few minutes and may create an effect as much as 55% or more.

The basic objective of this study is to determine how interviewers perceive the job applicants using differing attire types. This research is based on relevant studies and survey data obtained from 1232 women and man administrator in private(695) and public(537) sector active in Istanbul, Ankara and Izmir, the most populous cities of Turkiye. The Survey Method was used in our research.

Due to richness of women's attire in comparison to men's, our study is limited to the women's clothing styles. To avoid the effect of clothing color and facial expressions, the survey models were designed as drawings. Each model was accompanied by 28 adjectives. Survey participant administrators were requested to contemplate the attire types, consider their perceptions and describe the applicants according to adjectives provided. The data obtained were transferred to SPSS software package and incorporated to cross-tables formulated according to the gender and sector types of interviewer administrators. The c^2 relationship analyses were used to measure the statistical correlation between the gender and business sector variables in the perception of clothing types. The study exhibited that attire types influenced the perception of individuals, and the differences in perception were the result of individuals' gender, business sectors, opinions, life styles, and world perspectives.

Keywords: Types of clothes, job applicant, individual image

RAISING AWARENESS IN LANGUAGE LEARNERS FOR DEVELOPING MOTIVATIONAL SELF-REGULATION

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Second/foreign language learning motivation research has been an area of study within English Language Teaching (ELT) field since 1960s with hundreds of work done on the topic. The early studies of social psychologist like Gardner and Lambert (1972) defined motivation as effort, desire and attitude toward learning. Later in 1990s, the motivational psychologists such as Schmidt (1991), Skehan (1991) presented a cognitive dimension to motivation claiming that how one thinks about his/her abilities, possibilities, potentials, limitations and past experiences is a crucial aspect of motivation. Within the last decade, researchers drew attention to another aspect of motivation: its nature of ongoing changes. The work of Dörnyei (2000, 2001, 2003) and Ushioda (2001, 2003) initiated a process-oriented approach in language learning motivation research which accounts for the dynamic character of motivation and temporal variation. With language learning process being a particularly long process, looking at the issue of motivation as a dynamic, continuously changing situation is very important. Dörnyei (2005) argues that when motivation is viewed as a resultant of a variety of internal and external forces, it becomes clear that the internal monitoring, filtering and processing mechanisms that language learners employ in this dynamic process play an important role in shaping the motivational outcomes. According to this dynamic perspective, learner self-regulation also includes motivational self-regulation: how learners control their own motivations, emotions, behaviors and their environments. The basic assumption underlying the notion of motivational self-regulation is that students who are able to maintain their motivation and keep themselves on-task learn better than students who are less skilled at regulating their motivation (Dörnyei, 2005). Ushioda (2003) states that further function of motivational self-regulation is to help learners to engage in constructive and effective thinking to regulate their motivation and in order this to happen, learners must be brought to view their motivation as "emanating from within themselves, and thus to view themselves as agents of their own motivation and their own learning" (p.98). In line with the above reasoning, the basic premise of this study is that if learners are made aware of their own motivational orientations, their initial intentions/desires could be successfully transformed into goals and then, into actions leading to the accomplishments of the goals. In this presentation, we will present how we scaffold learners in their discovery of self as language learner. We will also exemplify various types of activities we made use of during this process.

Keywords: language learning, self-concept, motivational self-regulation

Paper ID: 0117

THE JUDICIOUS OF TAX POLICIES IN THE 13. CENTURY TO IBN KHALDUN

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Ibn Khaldun with his scientific ideas has affect since his era. Ibn Khaldun is known as economist, histographer and sociologist. He affected next thinkers who are influenced from his thoughts that are about the life of transformation. He wrote a book called Muqaddimah that is an introduction of al-Khatib.

While Ibn Khaldun evoluated financial events, he approached critically to taxation policies and he emphasized the justice in his analyses. He examined the tax policies. He explored the taxes and it's most efficient tools. He focused on taxation that is so crucial for all societies. He claimed that the more taxation causes the more destruction of the state. According to him, the increasing tax income is not demanded because it is met with high tax rates.

According to his economic and public financial thoughts, tax policies should be based on fair and proper legal assessment. I researched tax policies from his book Muqaddimah. I would like to emphasize fair tax policies in accordance with Ibn Khaldun's Muqaddimah. Since, Excessive taxations led collapse of the state. This issue will be discussed the theory of tax policies of Ibn Khaldun by his Muqaddimah.

Keywords: state, sociology, assabiyyah, Muqaddimah

DETERMINATION OF PRE-SERVICE SCIENCE TEACHERS' PERCEPTIONS ABOUT SCIENCE THROUGH MIND MAPS

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The aim of this study is to determine the perceptions about science of pre-service science teachers by using mind mapping technique. As is known, drawings are usually used in the studies to determine the views, perceptions or knowledge about a subject of individuals. Mind maps that are comprised of drawings, pictures, colors and statements are an effective technique that revealed the knowledge about subjects or concepts of individuals by mental associations. For this reason, mind maps about science drew by students were used in the study as a data collection tool. In the process of data collection of the study, firstly pre-service science teachers were trained by researcher about the theoretical foundations and examples of mind maps. After training, it was asked for pre-service science teachers to draw mind map about science in forty minutes individualistically. Sixty pre-service science teachers studying in third and fourth year in department of science education participated in the study. In the analysis of data, content analysis that is one of the methods of qualitative data analysis was used since the study was a qualitative research. As a result of the analysis, it was found that pre-service science teachers generally related science and technology and emphasized the scientific process skills as searching, observing, making experiment in their mind maps. Besides, it was determined that pre service science teachers emphasized natural sciences as the physics, chemistry more than social science in their mind maps.

Keywords: Mind Maps, Pre-service teachers, Science

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METROPOLITAN GOVERNMENT REFORM IN TURKEY AND NEW MODEL FEATURES

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Number of highly populated cities in the world has been increasing. Features of urbanization in the world and large-scale aggregation of the population to the cities is observed similarly in Turkey. Aggregation of population in the large scale cities has caused political, administrative, spatial, technical, social and economic problems. "Metropolitan Governance" concept is a framework concept that embraces various administrative models. Governance models of metropolitan cities in the world differ from each other.

Metropolitan governance model in Turkey was initiated in 1984. Two-tier model of metropolitan governance had been implemented in 16 cities. Metropolitan governance model was developed within the scope of local government reform in 2004. Responsibilities of metropolitan municipalities were expanded.

In 2014 an important model change was implemented. Provinces with a population of 750 thousand were recognized as the metropolitan municipality. The special provincial administrations which had been applied for nearly 100 years were removed in metropolitan provinces. Additionally, the villages were converted into the neighborhood and connected to district municipalities. There are three main reasons of new reconstruction: population concentration in urban areas which need effective services, small municipalities based on economies of scale and need of rapid development. The new model includes very significant innovations for Turkey.

Keywords: local government, metropolitan governance, metropolitan municipality, administrative reform

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THE MINORITY REPRESENTATIVES AFTER THE ELECTION OF 2013 IN GERMANY: THE PERSONAL WEBSITES

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The article indicates the main points of descriptive representation which is explained by Mansbridge (1999) Nation-states, especially the ones in Western Europe are facing the third-generation of minorities which might be political correctly inapproriate calling them "minority" according to the vote potential for the political parties.
The case of Germany is analysed on this article because the last election (22 sep. 2013) showed that the minority representatives had the voice to say something about the rights of minorities (or not). Regarding the Sociological models (derived from sociological institutionalism) the ability of reflecting the problems of minorities is quite priority by the minority representative. The case of Germany shows that the Turkish origin minorities would come up with the problems and the resolutions of Turkish minority in Germany. However there is another point that we need to be aware of is political parties are seeing the minority candidates for "buying" the votes of minorities which is basically called "tokenism".
Through this two important point in the case of Germany's last election in 2013 the article is analysing the websites of the (former) candicates which are now the representatives of turkish minorities from different parties. The variety of the parties through the tendancy of political views are quite reasonable. Cemile Giousouf (Yusuf) from Christian Democratic Party (CDU); Ekin Deligöz, Özcan Mutlu, Mürvet Öztürk and Cem Özdemir from The Greens; Aydan Özoğuz, Metin Hakverdi, Mahmut Özdemir, Cansel Kızıltepe, Gülistan Yüksel from Social Democratic Party (SPD), Azize Tank and Sevim Dağdelen from the Left Party. The analyze of the personal websites of the representative would be based on the content and discourse analysis. In some points the barriers of the literacy in german might be a handicapped but with hermeneutics of the visual items would give us appropriate analysis.

Keywords: Descriptive representation, substantive representation, minority representatives in Germany, Tokenism

Paper ID: 0121

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Middle East has an important place on the international arena because of its subterranian richnesses, geopolitical importance, and its being the place where the three most influential world religions were born. During and after the First World War, the frontiers of the countries in the region were drawn artificially, therefore the countries which took place in the region put in claim for each other's lands. In addition, the big powers like USA and Russia are competing with each other to be more influential in the region.In consequence of its being an area which is distinguished with its conflicts, there is a rise in the defence expences of the countries in the region.Besides, the ongoing problems between Israel and Arab comunities since the foundation of Israel has accelerated its nuclear armement workings for deterrence.These conditions have significant roles on the nuclear armement in the region. Nuclear arms are important and require big budgets and cause death in immense numbers. When the countries in the region are analysed, Israel and Iran come into prominence. Iran for both security reasons and to also to gain power in the region, has accelerated its nuclear armement workings.Thus, there is an important potential in the region for conflicts and nuclear threat. As well as the nuclear arm possession of the regional powers effect the domestic dynamics of the region, that mentioned risk calls the intention of the actors which are out of the region to the "Nuclear Threat In Middle East". In that study, the effects of the problems in Middle East on armement of Israel and Iran and the reflection of the perception of nuclear danger to the politics of the region will be emphasized.

Keywords: nuclear, Middle East, armement, deterrence

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INVESTIGATION OF THE FACTORS AFFECTING SUCCESS FOREIGN LANGUAGE LEARNING THROUGH WEB BASED DISTANCE EDUCATIN:CASE OF USAK UNIVERSITY

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Today, many higher education institutions offers online learning oppotunities to learners. Especially universities have started to use web based distance education for some courses such as Turkish Language and Literature, Information Technologies, History and foreing langueges. Usak University is also one of the institutions has started to use using this method for course delivery since fall semester of the year 2012. At the end of the first year, student data showed that almost 80% of the first year students failed to pass the exams and finish the course as well. Current study, aims to investigate this failure and suggest some principles for language learning via online distance education. Research data gathered from 3 lecturers who are responsible for english teaching and 14 students. Students and lecturers interviewed by reseacrher.Also system logs and records of the course analyzed. Research findings showed that self-regulation, interaction and communication, perception of benefit, self-efficiacy and unfamiliarity to distance education are most important factors affecting success of distance language learning.

Keywords: Web based distance education, online learning, foreign language, success factors

Paper ID: 0124

MOHAMMAD TAQI BAHAR'S PRAISE FOR PUSHKIN

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Mohammad Taqi Bahar (Maleko's-Shoara) is considered to be one of the most important writers, intellectuals and politicians of Iran in the 20th century. Although he had some critical poems about Iran – Russia relations during his life time in his divan, he had also a great admiration about Alexander Sergeyevich Pushkin's personality and his works who was famous Russian writer and poet. As a result of this fascination, he had written two poems for this great Russian writer and poet in his divan.

In this study, Bahar's two poems will be examined by mentioning Bahar's and Pushkin's literary personalities. The first poem is called "Dorud be Pushkin" means (Salute/Praise for Pushkin) which Bahar wrote while he was sick in his bed for Pushkin's 150th birth anniversary. This poem consists eight couplets and he tells his admiration to Pushkin and mentions that Pushkin actually is not dead for 150 years, because he lives with his works and always will. And the second poem is called "Bena-yi Yadegar" means (Home of memories) which the Iranian minister of culture of that period asked Bahar to translate this poem into Persian. This poem consists twenty six couplets and in this poem Bahar tells that Pushkin had built a structure by his works of art and this building will remain forever until a single person remains in this country.

Keywords: Persian literature, Russian literature, Mohammad Taqi Bahar, Maleko's-Shoara, Pushkin, poem

SURVEY ON STATUS OF INVOLVEMENT OF ART ACTIVITIES IN DAILY PLANS OF PRESCHOOL TEACHERS

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This survey was planned to find out the status of involvement of art activities in daily plans by teachers serving at different preschool education institutions. The study group is comprised of a total of 85 preschool teachers, with 33 teachers from private, and 52 teachers from public preschool education institutions, all located in Kocaeli city centre. The Survey Form, as prepared by the surveyors, was used as the data collection tool in the research. Chi-Square and Fisher tests were utilized in the data analysis. The results of the survey suggested that all the equipment and accessories were used at approximately same proportions in art activities, that art activities were generally held in the group room, and that art activities were involved in the daily plans once or a few times a day. It was found that both in the private, and public institutions, teachers introduce children two types of activities simultaneously, that almost all teachers included work with such media as paper, paint, and play dough, clay and silly putty etc. in class activities, and that almost all teachers involved family participation practices in art activities. It was found that in both types of institutions, teachers exhibited the products at the end of the activity and conversed with children on the activity. Fisher's Exact Test suggested that there was no significant relationship between the type of school and the frequency of involvement of art activity in daily plan; and Chi-Square Test suggested that there was a significant relationship between the type of school and the most frequently used paint medium in painting activities. Following the survey, teachers were provided with certain recommendations in line with the findings thereof with regard to the involvement of art activities in education programs.

Keywords: preschool education, art activities , teachers

Paper ID: 0127

THE EVALUATION OF THE NUTRITION KNOWLEDGE OF STUDENTS WHO AGED BETWEEN 18-24 YEARS-OLD

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This research was conducted to evaluate nutrition knowledge of students between 18-24 years old (women: 21.0±1.6 years, men: 21.2±1.5 years). 66.3% of 341 students were female (n=226), 33.7% were male (n=115). Our questionnaire included a demographic section, and 25 true-false nutrition knowledge questions. For the reliability of the questionnaire, the internal consistency coefficient, was calculated, and the Kuder Richardson (KR-20) value was found to be 0.82. The research data were collected through a questionnare and face to face interviews. For the statistical analyses of the data, table showing mean, standard deviation ( ) and percentage (%) values were prepared. When identifying the nutrition knowledge of students, the "independent t test" was used for the as taking gender and age. The mean BMI of the students is 22.01±3.0 kg/m^2, the mean nutrition knowledge score is 15.8±4.9. The mean score for gender is 16.6±4.3 in females, and 14.2±5.5 in males, and found statistically significant (p=.000). The mean score for the age is 16.1±4.8 for 18-21 years and 15.1±5.1 for 22-24 years (p=.084). Adequate and balanced nutrition might be effective in increasing the quality of life and decreasing the prevalance of some diseases.

Keywords: Nutrition knowledge, gender, age

THE EFFECT OF CREATIVE WRITING STUDIES ON PLANNED WRITING AND THE ATTITUDE OF
WRITTEN EXPRESSION

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The aim of written expression studies used in each step of educational process is to endow
students with the skill of planned and effective self-expression. If the necessary preparations are
not conducted before written expression studies, it may be difficult to compose the product or
the qualities such as creativity or originality may not be strong. Completing texts, estimation
fiction, forming a new text with reference to a specific text are especially effective in developing
forming planned and consistent text skills in written expression. Besides, using brain storming to
determine the basic concepts of the text, listing and clustering these concept after that are
effective for both prompting before each writing exercise creativity and acquiring planning skills.
In the present study, the developing situation of students' creativity, originality, planning and
attitudes towards writing by using creative writing techniques have been analyzed. The study
has been supported with a experimental and control groups via pre-test and post-test
experimental model. The analyzed group of the study is the third grade students of Turkish
language teaching department at Abant İzzet Baysal University. At first, an eight-week creative
writing studies has been conducted and then, the students are asked to conduct a writing
expression study on their self-regulation on a free topic which they want to make written
expression. After the planned wiring period which took three weeks, the developmental level of
students' creativity, planned expression, spelling, punctuation and their attitudes towards
writing have been analyzed. As a result, it has been found out that creative writing studies
develop creativity, originality and planned expression skills in written expression and their
attitudes towards written expression at a positive and significant level.

Keywords: written expression, creative writing, planned writing and writing attitude

Paper ID: 0130

INVESTIGATION OF SECONDARY SCHOOL TEACHERS' OPINIONS RELATED TO PROBLEMS WHICH THEY HAVE ENCOUNTERED IN THE 4+4 +4 INTERMITTENT COMPULSORY EDUCATION SYSTEM AND THEIR PROPOSALS FOR SOLUTIONS (SAMPLE OF ELAZIĞ)

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The purpose of this study is to determine the problems encountered by secondary school teachers in the 4 +4 +4 intermittent compulsory education system and their proposals for solutions which they have developed based on the problems. 36 Secondary School Teachers have attended to research. The data has been collected by using open - ended questionnaire in the research. The qualitative research model and Phenomenology design which is one of the quantitative research designs have been used. Content analysis and descriptive analysis have been used for the analysis of the data. As a result of the research; the majority of the teacher have stated that they have negative thought on 4 +4 +4 intermittent compulsory education system, mostly, they have encountered problems with schools in the new education system and they have proposed solutions related to problems which the have encountered related to schools. The majority of the teachers have stated that they have encountered problems due to lack of classrooms for elective courses started to be implemented by 4 +4 +4 intermittent compulsory education system. Based on the evidence emerged as a result of the research following offers have been presented; The new education system should be revised based on issues emerged in the research, necessary tools and materials should be provided to schools by the General Directorate of Educational Technologies, elective courses which will develop students' higher-level thinking skills and creativity in accordance with their aptitude should be placed on programs and etc.

Keywords: Education system, compulsory education, 4 +4 +4 intermittent training

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Medieval European painting art painted what was "the believed world." During the period, surface of painting would be hierarchically positioned in order of importance and according to the subject painted. During the period when religious subjects were mostly dealt with, the figure on the surface was one of the dominant elements in terms of the space it covered and its importance. With renaissance, memorial and divine measurements whose volumes were increased began to be used as the result of imitation of the ancient world and its effect. Renaissance and the resulting social changes, social class and differences in many fields changed the size of figure on the surface of painting especially after 16th century. Figure which was formerly divine and completely covered the surface did not lose its importance on the surface, but got smaller in dimension.

Keywords: art, painting, human, history

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CHILDHOOD MEMORIES FROM INFANCY TO SENIORITY (FROM 7 TO 70)

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Once we all were children… Is there any adult that doesn't remember or long for his/her childhood? Our years spent in childhood are the mirror of our past and carry links to our future. Throughout centuries, unlike all the changes that occurred, a child's desire and need to play is one of the things that hasn't changed at all. However, with the effects of technology and urbanization many changes were seen and continue to be seen on child games and the toys they play with. Our childhood periods and the memories we have collected can differ according to this change.

Sometimes a scent, a desert you eat, a flower you see, a colour, a toy etc. takes you back to your childhood.

This study is conducted with a scanning method on a 950 people that have lived in their childhood in different cities of Turkey from the ages of 7 to 70.

A 29 clause evaluation form was used which was developed by the researcher herself. The data were collected by asking our test subjects to read every clause in the form one by one and to write what the word reminds to them about their childhood to the opposite column of the word. By using appropriate statistical processes, this study is going to focus on whether our test subjects that have lived in the same city at the same age have common memories about their childhood and whether these childhood memories change according to gender.

As the collection of data continues the abstract is not able to present any results on the study.

Keywords: childhood, games, toy, childhood memories

CONDITIONAL STRUCTURES IN HISTORICAL AND MODERN TURKISH LANGUAGE

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This paper aims to investigation Turkish conditional structures. Conditional marker of Turkish language is morphem –sA(r). This morphem is added to verb of embedded clause that take places initial position in sentence. In this study, historical and comparative methods, and when sentence analysis wasn't sufficient, discourse analysis were used. Data was collected through the analysis of 110 texts from Historical and Modern Turkish area. This texts written in different surroundings and with different themes. Text analysis was employed when grammars were not sufficient for some modern Turkish dialects. Results showed that –sA(r) constructions of Turkish language has been changed since 10th century. –sAr that was detected in the 8-10th centuries has become –sA since the 11th century. –sA(r) constructions of Turkish language have been progressed straight to be mood because they related to epistemic and deontic modality.

Keywords: Turkish conditional structures, language change, mood, modality, gerund.

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The case of corruption encountered in all administrative systems without making any discrimination between developed and underdeveloped countries. Administrative ethics has become an increasingly important issue for fighting against corruption in order to ensure good governance. Administrative ethics aimed to procure a positive opinion in the society towards public administration services. It is important to provide legal assurance for ethical principles and standards, as well as its influence on implementation. The aim of our study is to review about the role of ombudsman in locating the ethics in public administration. In our study, together with the literature review, relevant national and international document review was conducted. The first section describes the conceptual framework of administrative ethics, and the second section investigates the administrative structure on administrative ethics. In the third section, the findings were discussed by determining the essence of the relationship between administrative ethics and ombudsman.

Keywords: Public Administration, Corruption, Administrative Ethics, Ombudsman

ACADEMICIANS' USE OF SOCIAL MEDIA TOOLS FOR EDUCATION: AN ASSESSMENT ON COMMUNICATION FACULTIES IN TURKEY AND IN BALTIC COUNTRIES

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Social media is a wide platform that enables individuals to present their thoughts, views, interests in an interactive medium. Today, social media tools are also utilized for educational purposes. Academicians make use of social media tools in order to contact with students, to share the course material, to exchange thoughts about papers, to establish book clubs, to suggest new books, to make discussions with students and with other academicians on books and articles, to prepare visual presentations and videos for educational purposes and to share their opinions on public issues and politics.

If the purpose and reason of this new communication world of virtual environment is known it can be a powerful tool for the construction of a conscious society. With this understanding, this study will reveal thoughts about how and for what purpose social media is used by the academicians and the benefits of use of social media for educational purposes will be depicted. In this respect, Turkey, which becomes a newly industrialized country in 2011, and Latvia, which is an example of a developing country in Baltic countries, and Estonia, which is considered as a developed country, are chosen as sample. A survey will be carried out on the academic staff of the higher educational institutions of the relevant countries which have departments relating to public relations. Moreover, there will be an analysis intended to demonstrate if there are any courses in the curriculum on the social media.

Keywords: Social media, education, academicians

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THE EFFECTS OF 'HONOR' ON COMMUNICATION BETWEEN TURKISH IMMIGRANTS AND SWEDES: AN EXAMPLE OF STOCKHOLM AND UPPSALA

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Relationship between migration and gender inequalities is highly complex and multi-faceted. In fact multi-cultural structure caused by migration leads to a lot of social problems such as estrangement, discordance and antagonism between different cultures. At the same time, due to the differences in sex regime, which is deeply connected with these cultural elements, immigrants may isolate themselves from the existing culture. Current studies on intercultural communication show that these differences adversely affect immigrant women in terms of integration to different cultural structures.

Studies on Turkish women migrants show us that the honor is an important element of hegemonic sex regime in Turkey and also is one of the cultural circumstances that form the process of intercultural communication among Turkish migrants living in different countries of the world. This study is about the honor perception of Turkish migrants living in Sweden and the impact of the honor on shaping everyday practices of Turkish women migrants in the context of intercultural communication.

Within the scope of this study deep-interview technique is selected as a research method and 15 female and 15 male Turkish migrants from diverse backgrounds were invited to participate in this study. All questions were projected to understand whether 'honor' is a barrier or not in the term of intercultural communication between Turkish immigrants and Swedes who are living in Stockholm and Uppsala.

Keywords: intercultural communication, migration, women, honor

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TURKISH MEDIA AND CULTURE OF THERAPY: SCENES FROM A SACRALIZED CULTURAL SPHERE IN TURKISH SOCETY

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Turkish society has been offered a track whereby the elimination of sicknesses was more important than the strengthening the civil society. The formation of everyday life in contemporary Turkish society can be clearly observed through an analysis of the relevant genres, which include television dramas, adaptations of fiction, different types of reality shows, health programs, and so called 'magazine' programs. These textual formations represent indicators of the different ideological and cultural transformations underlying cultural and sociological changes in Turkey. The dire consequences of some social and political trends, such as the domination of free market economy, the rise of Islam, the debates around secularization, widening gap between rich and poor, identity crises have been among the major problems the post-1980 Turkish society has witnessed. Approved and idealized lifestyles have been prescribed by the media, new 'techniques' to improve or heal 'selves' have become more visible in the world of consumption and new self-help methodologies have become more legitimate through different beliefs and ideologies, including liberal, Islamic, and other pastiche languages. The media outlets, which became more pluralistic after 1990's, invited people to reason with weak or vulnerable elements of themselves and society so as to discover personal ways to define problems as major illnesses.

Thus, one of the most important juxtapositions produced by the new regimes of governmentality and also polity is the emergence of a self-sufficient individual looking for a place in the free market system versus the citizen protected by the welfare state. Individuals are expected to 'take proper care of themselves' within the framework of existing free market conditions; the social welfare state is no longer there to finance and to ensure the well-being of the population; the prudent, responsible, self-managing and ethical political subjects have been given this responsibility. Therefore, the purpose in the presentation will be providing examples which offer mediatized versions of prudentialism as well as therapy culture in the media.

Keywords: media, theraphy culture, invention of selves, discourses

Paper ID: 0142

OUR GLOSSARY/WORD HERİTAGE IN THE INTERNATİONAL DOMAİN

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Words, therefore glossaries, dictionaries are the memories, identity, vocabulary and culture treasure of a nation. Nations which have rich vocabulary have been the nations who has protected their cultural heritage, national identity and territorial integrity.

All of the Turkish world and notably Turkey, therefore Turkish have been affected by other cultures, civilisations and languages as a result of interaction between the nations and cultures throughout the historical process.

In this work, the vocabulary and heritage of 17 glossaries from Kamus-i Türki (1901) of Şemseddin Sami to Misalli Byük Türkçe Sözlük(2006) of İlhan Ayverdi have been examined in the degree and interaction of aforesaid frame.

The words in 17 glossaries and dictionaries which are including the Ottoman Turkish and Republican Turkish has been analised, classified and made inferences according to the stems of words and the languages they have originated from.

Keywords: Dictionaries in Ottoman Tukish, Turkish Dictionaries, words, unity of language, national culture, Turkish World, international culture

Paper ID: 0143

MAGNETIC MAPPING OF THE HELLENISTIC CITY WALLS IN TEOS AND THE RESULTS

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Teos, the important commercial harbour on the Ionian coast, was one of the most powerful cities of the region until the Hellenistic period. The remains of the city lie very close to the present Sığacık, within about 50 km from İzmir.

In this study, magnetic methods conducted to determine the Hellenistic city walls in the example of the ancient city of Teos and excavations' results will be discussed.

Defense systems surrounded the ancient city to be reveal in a long time due to limited large scale area. Therefore, it is one of the difficult issues to be studied. However, in recent years, along with archaeologists active in their common work of geophysicists, this type of structure plans unexcavated identification and determination of the area to be excavated (special structures such as towers, gate) are provided.

In this aim of a magnetic survey was conducted on the ancient settlement Teos in August 2012 and 2013. A high resolution Förster Gradiometer with four sensors and a sensitivity of 0,01 nT (Nanotesla) was used for this magnetometry survey. Up to 20 measurements per second were recorded by the sensors. The sensors were positioned 30 cm above the ground, the lines were spaced 50 cm apart. Thus the surveyor is able to obtain a regular measurement grid of 20 cm in line and 50 cm cross line. Following various steps of data processing (such as position and heading effect correction, coordinates transformation, limitation of the dynamics range) the collected data are then presented in grayscale magnetogram using a Geographic Information Systems (GIS) computer program.

Keywords: Ionia, Teos, Hellenistic, City wall, magnetic

METALINGUISTIC UNITS AND EXTRALINGUISTIC INDICATORS USED IN LANGUAGE TEACHING

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Consisting of four main chapters, this study aims to determine the functions of the meta-linguistic units and extra-linguistic indicators in language teaching. The first chapter presents the theoretical framework and describes the concepts of meta-linguistic unit and extra-linguistic indicators. These two concepts are analyzed according to their visual (light) substance and phonic substance. This chapter also focuses on the basic characteristics that differentiate meta-linguistic units and extra-linguistic indicators from the linguistic units. In the second chapter of the study, the prosodic phenomena such as stress, intonation, tone, pause, and speed, defined as meta-linguistic units and extra-linguistic indicators, are analyzed in terms of their functions in the development of basic language skills. In these analyses, the potential effects of these prosodic phenomena for basic language skills development are evaluated on the basis of reading, writing, listening and speaking education. In the fourth and the final chapter, with an aim to locate these meta-linguistic units and extra-linguistic indicators within the process of teaching Turkish as a native language, the distribution ratios of the learning outcomes in the Turkish Language Curricula were determined for the first and second stages of the primary education. As a result of these analyses, it is concluded that learning outcomes in the Turkish Language Curricula for the first and second stages of the primary education should be revised primarily in speaking skill as well as writing, listening and reading skills by taking into account the meta-linguistic units and extra-linguistic indicators. Furthermore, it is revealed that Turkish Language course books have significant deficiencies regarding educational functions of the prosodic phenomena.

Keywords: Meta-linguistic Unit, Extra-linguistic Indicator, Stress, Language Teaching, Language Skill

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A RECOMMENDATION OF USING LOCATION DENSITY GATHERED FROM WIRELESS NETWORKS
FOR HUMAN SCIENCE

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Deploying Big Data analytics methods on mobile network subscriber location data can not only give an opportunities to mobile operators bring new revenue generating products to the markets but also can be used for social benefits purposes. Briefly in this study we will explain how that huge and precious mobile subscriber location density data is used for social benefits like in medical, disaster and trasportation planning areas beside business purposes. For example, if location data such as how many people has travelled from one specific area to another within a city in a rush hour and which routes they have prefered can be gathered from Mobile network subscriber data then the best trasnportation plans can be created for city residents in order to decrease waste of time and money. We will share about the statistiscs results for the uses case in which we have performed big data analysis on real mobile subscriber data.

Keywords: Big Data, Social Science, Location, Mobile, Economics

PURPOSES AND CHARACTERISTICS OF INTERNET USAGE OF TURKISH ADOLESCENTS'

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Teens, now more than ever, are using electronic means to communicate with their peers. Many writers indicate that there are two sides of internet use. From one side internet benefits people from various ways joining network globally, effective task performance, expressing ideas freely, communication, having academic and professional support. On the other side using internet excessively could have harmful effect on people's psychological, social and academic developments and on well being's as social isolation, depression, relationship problems, anxiety, decrease in performance and health problems. Adolescents use internet for different purposes such as communication with friends, academic support & homeworks, web-surfing, gambling, playing online games, entertainment, socialization, time-wasting or sometimes for cyberbullying. In school setting sometimes students use internet to communicate with each other in the same class during the course. Or they spent more hours for online internet activities on the computer instead of fullfill their academic and daily responsibilities. And these attitude towards internet causes some communication problems. Due to significance of critical role of purposes and characteristics of adolescents' internet usage, this study aimed at determining the purposes of internet usage of Turkish adolescents' and examination of adolescents' purposes in terms of some certain variables(age, gender, grade level, Time spent online) and describe the internet usage characteristics. The study conducted through the qualitative method. The study group consists of 1002 high school students in İstanbul, Turkey. Data were collected by the "Purposes of Internet Usage Scale" which was developed by the researcher within the scope of the study. To analyze the quantitative data mean, standart deviation, frequency, t-test, one way ANOVA will be used.

Keywords: Adolescents, Purposes of Internet Usage, Excessive Internet Usage, School Counselling, Students' Well being

SELF-ESTEEM AND SOCIAL SUPPORT AS PREDICTORS OF TRAIT ANGER: MEDIATING AND MODERATING ROLE OF SOCIAL SUPPORT

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In this study, the mediating and moderating roles of perceived social support on the relationship between self-esteem and trait anger were examined by gender. The participants were 487 undergraduate students who were attending a public university in Turkey. Cross-sectional data were collected by using the Trait Anger Scale, Multidimensional Scale of Perceived Social Support, and Rosenberg Self Esteem Scale. Hierarchical regression analysis showed that perceived social support fully mediated the relationship between self-esteem and trait anger in male. The perceived social support did not predict the trait anger in female. The perceived social support did not moderate the relationship between self-esteem and trait anger in both male and female.

Keywords: Self-esteem, social support, anger, college students

A NEW APPROACH TO MARKETING: A LITERATURE REVIEW ON NEURO-MARKETING

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Traditional market research that utilize methods like focus groups, in-depth interviews or surveys cannot clarify entirely why consumers buy what they buy or how consumres respond to specific marketing stimuli. According to Neuro Marketing approach "the people make irrational decissions by using the emotional parts of their brains not the rational". Consumers decide according to emotional, impulsive and sensory stimulus. Today Neuro Marketing, in parallel with the advance of Neuro-Science, due to the use of Neuro-imaging methods together with behavioral psychology, is a marketing science bringing new posibilities and understanding to the marketing studies which emerged to better understand the decission making process of the consumers. The neuroscience approach, which aims at explaining the structural and functional features of the neuro-system, is used for the purposes of marketing. Therefore, from marketing experts' point of view, could it be possible "to produce a product or service previously purchased" by making use of the renovations brought by today's scientific and technological developments? The answer to this question lies within "Neuro-Marketing", which is one of the new approaches to marketing. Neuromarketing research may shed light on many unanswered questions regarding consumers. As a result, the number of companies conducting Neuro Marketing research is increasing worldwide, and they they are constituting the foundations of Neuro Marketing research. Hundreds of medical centers especially in the US and European countries as well as in other parts of the world use neuro-imaging techniques in their marketing research. Neuro marketing research helps companies gain deeper insights on consumers and in their marketing campaigns. In this study the purpose, importance and positive and negative outcomes of Neuro Marketing and what strategic advantage Neuro Marketing can provide to business is discussed.

Keywords: Neuro Marketing, Marketing, Communication

PROXIMITY AND IPO UNDERPRICING

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The paper analyses the relationship between issuers' location and IPO underpricing in the U.S. in the period 1985-2011. Issuers headquartered in rural areas are associated with approximately seven percentage points lower underpricing compared to urban firms. This finding is consistent with strong local bias in rural areas, accompanied by superior local information and monitoring intensity, which results in more accurate pricing and less 'money left on the table'. The paper further finds that proximity to finance professionals and density of financial expertise affects IPO underpricing more than proximity to large cities.

Keywords: IPO underpricing, proximity, local bias, information.

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RUSHIAN BORROWED WORDS IN KARS AND ERZURUM DIALECTS

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RUSHIAN BORROWED WORDS IN KARS AND ERZURUM DIALECTS
Some region of Turkey, particularly Kars and Erzurum regions have had historical, political and social relations with Russia for many years. As a matter of course, these relations have influenced the language. In this paper, we focus on the Russian origin borrow words which were detected in dialect of Kars and Erzurum regions. Here, as well as etymologic analysis of the words, its phonetic and morphologic developments in Turkish are comprehensively examined. So, linguistic story of these borrowed Russian words that still available in Eastern Anatolia Region is exhibited and language-culture relations between Turkish and Russian are analyzed.

Keywords: Kars and Erzurum dialects, Russian origin borrow words, Etymology

Paper ID: 0157

PERCEIVED VALUE IN RETAIL MARKETS: A REVIEW OF LIITERATURE

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Perceived value is a marketing and branding related concept that points out that success of a product or service is largely based on whether customers believe it can satisfy their needs. Perceived value is the important factor which affect customer behaviors and perceptions, and it guides and decides the customers' attitudes and approaches on the products which retailers offered. This study focus on demonstrating that the perceived value of exchange relationship among retailers' is conditioned by concept that entails contributing and detracting aspects. Retailers value which is perceived by the customers is considered as the most efficient key to long-term competitiveness. To achieve market success, retail market managers need to comprehend how their target customers interpret value. The present study investigates the concept of perceived value in various retail markets to draw lessons for such managers. The subsequent sections detail the method, results, and discussion undertaken in investigating consumers' perceived value in retail markets.

Keywords: Perceived Value, Competition, Customer behaviors, Retailing

Paper ID: 0158

EXAMINATION OF APPAREL BUYING BEHAVIOR REGARDING FASHION AND BRAND AWARENESS WITH REGARDS TO SEXES

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Nowadays, factors that lead consumers to buy a specific product in apparel category, which has gained a multifaceted personal and social dimension beyond, needs differ across individuals; and these differences are shaped by several variables. Consumers are affected to a considerable extent by the information they receive from fashion, branding and marketing agencies' activities as much as they are affected by individual, social and psychological factors when they are making decisions concerning apparel buying behaviors. Moreover, such values like price, brand, quality, aesthetic values; usage features play a determinant quality role in consumers' preferences. The importance and the priority level of these values for individuals determine the differences in buying behaviors.

It has been suggested that the dynamics of decision-making and buying behaviors of male and female consumers in apparel show distinct approaches depending on different reasons. This being the case, the starting point for this study was to research and determine how much the sexual difference is influential in regards with buying behaviors in fashion apparel sector and what are the differences between men and women.

The sample group of this study which set out to examine the apparel buying behaviors regarding fashion and brand awareness of male and female consumers and to determine what the differences are in respect to sexes, consists of 382 consumers who were chosen randomly. The data used in this study are collected through a 17 question assessment instrument which was developed by researchers. The said collected data was analyzed using the Statistical Package of Social Science (SPSS 15).

As a result of the study, it is identified that the perceptions and preferences of male and female consumers are different from each other in apparel buying behaviors regarding fashion and brand awareness, and the demographic features are less influential in apparel consumption, and that the women have a higher awareness of fashion and brand than men do.

Keywords: Fashion, Brand, Consumer, Apparel, Buying, Sex

THE WOMEN IN DIFFERENT RELIGIOUS BELIEFS ON THE AXIS OF RELIGION AND WOMEN DISCUSSIONS

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The women's place in religious thought, and the way of positioning themselves are important. Today, the passive structure that the women are "conveyer" of religion is questioned. Hatay is one of the provinces in which multi-religious and multi-cultural life exists. The Armenians, Christians, Jews, Nosairians and Sunnis have found the possibility of a peaceful life that may not have been experienced in any other places in history. In this study, the place of the Armenian, Christian, Jewish and Nosairian women in this multi-religious and multi-cultural structure in the religious thought and religious rituals has been highlighted; how the women perceive themselves according to this positioning is analysed in terms of society gender. The women find themselves in the same identity in terms of gender even if they are from different religious believes. This identity reinforces their secondary positions.

Keywords: Women's & Gender Studies, Religion, Armenian Women, Christian Women, Jewish Women, Nosairian Women, Antioch on the Orontes

NATURAL ASSETS AND ECOTURISM IN SOUHTEAST OF THE VAN LAKE, TURKEY

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The aim of this study which probes the natural assets in souhteast of the Van Lake, is stating to usage potential of the geomorphological formations in terms of the ecoturism in this region. For this purpose, we were mapped to the region's geomorphological formations and associated gelogical and tectonic features in this region. In the study field which comprises Gürpınar, Bahçesaray and Çatak settlements, there are lots of samples of fluvial, coastal, glacial and karstic geomorphological formations. Therefore the study field has an important potantial both for scientific-technical researchers and for recreative activities and sportive activities such as mountain climbing. This area has high mountains, faulted slopes and alot of creeks. Besides rhe Akdamar island and the Akdamar church are very important terms of cultural and religious turism.

Keywords: Easth Anatolia, Van Lake, ecoturism, geomorphological resources

METHODOLOGICAL CRITICISMS TO THE STYLES OF TERRORISTS' UNDERSTANDING THE SACRED TEXTS

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Terrorism has no a common definition accepted by the science authorities. Yet which action is terrorism and which is not is more or less certain. However, it is more or less certain that which actions are terror and which are not. There are many numerous reasons causing terror and many sources feeding it. In addition, advocates of terrorism and terrorists apply too much evidence including religious to legitimize acts of terrorism. On the other hand, several arguments are used to provoke the terrorists and their supporters. We may collect the basic ways of thinking about terrorism in these four articles.

The religion is one of the basic elements used starting point of the terrorism. More precisely, the terrorists and their supporters, especially religion-based terrorist organizations, see the religion as a resource that gives birth and fulfills their ideologies and as a basis justify their terrorist acts and as a tool that provokes themselves, their members and sympathizers. They also mostly abuse the sacred texts when they convert the religion to a tool in favor of their bad faith, ideologies, aspirations and acts.

Religions as of its essence and sacred texts have not been one of the causes of terrorism and it is impossible to have a relation. Because the most important goal of a universal religion is the happiness of the people and human societies. In addition, every religion wants to show itself to the people well; especially the universal religions are intended to impose themselves to anyone. These two reasons show that it cannot be expected that a real religion approve terrorism and terrorist acts.

Then it can be asked "Well, what are the acts based on terrorism?" We give right to this question when we look at some periods of the last 2.000 years of world-history. The acts that some terrorist organizations' reference to religion shows the importance of this issue currently.

It is no doubt that terrorism is a real crime against all humanity. Perpetrators of this crime unfortunately find references for themselves in the religious texts. But the religious experts who study their religions can reach different meanings when they read the same religious texts. So we need to ask this question: How do the terrorists who claim that they do their acts in the name of religion understand the religious texts and which methods do they follow? Which differences are there between them and the other members of religion at the point of understanding religion? Which understanding style shows the religion different to the religious experts and terrorists?

Those questions may be asked depending on these: Which types of texts do terrorists receive as a reference and which meanings do they give them? Do religious texts really support these meanings? How can we prevent shift meaning and purpose deviation when we understand the sacred texts? Do shape-based understanding the texts about topics linked to variable mean understanding religion? Or must we direct the context and objectives of the texts? Where does this scientific tradition stay in these methodological matters and is it binding up?

We will search for answers to these and similar questions in this study. After we present an overview of terrorism, especially the terrorism based on religion, we will base our research to the Ko'ran. Because this book means "full peace" and the exploitation of the Kur'an by the terrorist seems strange.

Keywords: terror, religion based terror, religion, sacred texts, religious methodology

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RETHINKING EMRULLAH EFENDI'S THEORY OF TUBA TREE FOR RESTRUCTURING HIGHER EDUCATION IN THE LATE OTTOMAN PERIOD

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Education has been discussed in many various aspects ranging from elementary education up to higher education in Selçuklu and Ottoman times and especially during the late Ottoman period, when Ottomans were seeking to revert the sharp decline that they were experiencing in every aspects of life including economy, military power, science, etc. In this era, new reformist educational policies and programs have frequently been administered, of which some were reformist and some were revolutionary. Historical recordings reveal that The Theory of Tuba Tree was known as one of the most important efforts in educational reforms as well as reflecting a discussion between Emrullah Efendi (Lord) and Sat'ı Bey (Sir). Sat'ı Bey claimed that educational reforms should start from the stage of Elementary Education as it was commonly compared to the normal growth of a tree; whereas Emrullah Efendi pointed out that the educational reforms should have a top-to-down approach as it is in the case of the Tuba Tree, a tree which is assumed to be in the heaven in the Islamic belief and which is hanged in the sky with its roots upside down opposite to a regular tree on Earth.

The study is based on descriptive research and the goal is to introduce a new model for higher education referring to The Theory of Tuba Tree after about 100 years once more, adapting it into today's educational system after a thorough analysis of newly existing paradigms. Amongst issues that are discussed are that why higher education should be given priority today, and the model-based historical background of this priority as well as other new approaches and models in the light of new paradigms.

Keywords: Emrullah Efendi (Lord), Sat'ı Bey (Sir), The Theory Tuba Tree, Restructuring The Higher Education

CONSUMPTION OF COUNTERFEIT LUXURY BRANDS, REASONS, PRACTICES AND CONSEQUENCES

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Consumptıon Of Counterfeıt Luxury Brands, Reasons, Practıces And Consequences
This article examines the consumption reasons, purchasing behavior and consequences of luxury counterfeit brand clothing in Turkey. Turkey ranks second in usage of conterfeit brand clothing in the World. Luxury brand clothing worldwide market is at a market value of 350 billion dollars,of which %17 is counterfeit. Turkey ranks second in the World accounting for a one billion dollar segment of this counterfeit luxury cothing market (tescillimarkalar.org.tr). Utilizing qualitative research methods,the study was conducted by interviewing twenty consumers. It was determined that four of the interviews were actual users of authentic brands. Finding suggest that consumers prefer counterfeit brand clothing not only for economic reasons, but also for symbolic reasons such as ardent desire,reference group ınfluence, experiental fullfilment,and nostalgic appeal. Consumers also prefer the counterfeits of luxury good to avoid social anxiety and embarrasment (Bearden and Etzel 1982,Katz,Daniel 1960). As a consequence, consumers think that use of luxury brands helps them realize a new identity .Excessive desire for luxury brands causes consumers to confuse counterfeit and authentic products.The study shows counterfeit products consumption is related to price fairness, symbolic consumption as well as postmodernism. The study concludes with a discussion of limitations and opportunities for future research.

Keywords: Counterfeıt brands, Luxury brands, Qualitative research method

Paper ID: 0165

SOCIAL CAPITAL METAPHOR

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In the New World Order, the main indicators used to determine the value and the performance of the businesses are undergoing a change from tangible assets such as tools, equipments and buildings to intangible assets such as knowledge and skills of people, internal systems and processes of organizations, and customer relations. In order to evaluate a business it is required to test the value of the relations of the organizations with customers and suppliers which are arguably much more valuable than tangible assests. Therefore, the concerned parties do not have to look at only visible assets but also "Social Capital" which is the invisible asset of the company. Social Capital is a form of capital increases the efficiency of other types of capital such as economic, human, financial, and environmental capital but also differs from them in various ways. Within the historical flow of social capital, it is been prevented from having only one model or one level of analysis because of the usage by different disciplines especially disciplines such as sociology, economics, and political science. When the literature on social capital is investigated, it is seen that some studies focus on the effect of social capital on nations' economic developments and other studies focus on the importance of social capital as a resource in order to achieve personal or organizational goals (Özdemir, 2009). The usage of "capital" metaphor in the concept tells that social capital provides benefits to individuals and communities. However, social capital is not a a phenomenon that can be measured like monetary, physical and financial capital. "The main idea of social capital is that social networking is a valuable wealth" (Field, 2008: 16). It is generally remained unanswered whether social capital occurs as a result of aimed individual actions or as a result of relationships built in the social structure. Social capital can be perceived as a contextual complementary of human capital. The concept of social capital tells that individuals which are in good conditions also have better connections (Sargut, 2006).
This study is intended to reveal "social capital" metaphor. In this context, it is tried to be understood how social networks (expectations, information channels, and norms) that form social capital are created and it is aimed to be a guide for individuals and businesses that want to gain with this capital. Study carries the attributes of a theoretical study.

Keywords: social capital, intangible asset, human capital

IASSR INTERNATIONAL ASSOCIATION OF SOCIAL SCIENCE RESEARCH

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SOCIAL EXCLUSION AND CULTURAL CLOSENESS AMONG THE FIRST GENERATION OF
İMMIGRANT KURDS: THE CASE OF İNEGÖL NEIGHBORHOOD

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Migration not just brings about strong economic problems on people but also it pushes the people to unsocial issues that is not seen. Because immigrant who coming to urban area can be excluded when he or she treats like their rural area. Most of the time, this immigrant people instead of coping with these circumstances they prefer to retreat to their "suburb area" After that the immigration people say: we are not belog to urban area" either we live in our suburb or we have to go back our vilage. However this withdrawing causes to be disqualified, doubtfulness and "cultural closeness" On the other hand the immigrants think that our culture more good and livable than urban culture. İn the context I will conduct in-depth interviews and focus group discussions with 30 first immigarnts to capture this "cultural disobedience".

Keywords: kurdish, cultural closeness, immigrant

Paper ID: 0168

ANALYZING THE RELATIONSHIP BETWEEN PARENT'S IRRATIONAL BELIEFS AND THEIR
CHILDREN'S BEHAVIORAL PROBLEMS AND FAMILY FUNCTION

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In this study, it was aimed to investigate the relationship between parent's irrational beliefs about being parent and their children's behavioral problems and family function. The participants of the study were 520 mothers-fathers, whose children are studying primary school (7-12 years old), were eight different cities in Turkey. The parent's irrational beliefs about being parent, was evaluationed through "Parents Thought Scale". The family function is evaluated via "Family Evaluation Scale". And, the other dependent variable, children's behavioral problems, was evaluationed through "Behavior Evaluation Scale for Children and Youngs Aged 4-14". Present study is a descriptive one. While analyzing the data, t-test, one-way anova, stepwise regression analysis and Pearson Product-Moment Correlation Coefficient were applied.
In the study, positive, meaningful and mid-level relationship was found between the sub-dimension of Parents Thought Scale, expectations, and the sub-dimensions of Family Evaluation Scale, giving emotional response (.34), showing the needed care (.31), and controlling behavior (.31). The relationship which is not meaningful was found between the Behavior Evaluation Scale for Children and Youngs Aged 4-14 and the sub-dimensions of Parent's Thought Scale, expectations (.21), perfectionism (.12). Moreover, the sub-dimension of Parent's Thought Scale, expectations, was found as an intermediary variable in the relationship between the sub-dimension of Family Evaluation Scale, communication, and Scale for Children and Youngs Aged 4-14.
At the end of the study, significant difference was found between the perception of children's behavioral problems and parent's working conditions, income, job distribution, level of education, the level of their children, getting psychiatric help, and if any member of the family get psychiatric help. No difference was found between among parent's perceptions about their children's behavioral problems according to being parent and the birth order of their children.

Keywords: Irrational Beliefs, Parents, Family Function, Children's Behavioral Problems

Paper ID: 0170

DISCRIMINATION AS AN EVALUATION PROBLEM AND THE TOOLS TO COMBAT
DISCRIMINATION

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Discrimination is a very important human rights problem. Because of that the governments and the people are looking for the tools to combat discrimination. What can be the tools to combat discrimination?

Before assesing the right tools for fighting discrimination we have to explain what discrimination is. Disrimination is a different treatment because of those features people can not change and have randomly.

At this point we have to consider why people treat differently. It is because they do not make right evalualtions. Kuçuradi expressed that there were 3 kinds of evalualion.

"The first one is to impute value to an individual object, action, situation or person, in accordance with a culturally valid judgement which is based on what people in a given group think is good or bad.

The second one is to ascribe value to the object according to the special connection which the evaluator sees between himself or herself and the object in question.

The third one is a 'right evaluation' This is a cognitive activity, which presupposes different kinds of knowledge on the part of the evaluator and at the same time takes into consideration the specificity of the object."

To protect human rights, to stop disrimination we have to make right evaluation. But how?
The answer is ethical education of human rights.

Keywords: Human rights, discrimination, evaluation problem, ethical education of human rights

FASHION AS PRODUCT OF CULTURE INDUSTRY AND THE YOUNG'S USING FASHION IN THE CONTEXT OF CULTURE INDUSTRY

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Culture industry is a new concept that threatens human individuality, bring individual to the status of individual consumer, converts life practices such as arts, entertainment, recreation, leisure time into consumption actions. Fashion, which is one of the first global cultural forms, embodies both social equalization trend and the motive of social differentiation. Traditionally fashion clothes, In previous years, were considered as outstanding, special and distinctive; today, as a result of mass production, imitation and technological facilities in access has become an element of the reach of nearly everyone. This situation may be seen as an indicator of that fashion has become an irresistible the reality of the culture industry in consumer societies where requirements are made into an object of desire by manipulating needs.

In this study, differentiation effort of traditional fashion sense and assimilation efforts of the culture industry are in a conflict today, fashion as a product of the culture industry and investigating the status of the young's using fashion in the context of culture industry was intended.

Sample group of the research in which descriptive method was used is consisted of male and female students studying in private foundations and state universities and randomly determined. The questionnaire developed by the researchers was used in the collection of research data and findings were analyzed by using SPSS (Statistical Package for Social Sciences 18).

In result of the research, it was concluded that young people are affected by brand of the elements in their choice of fashion clothing, media is not effective on their preferences of clothing, they do not need to make any changes in their purchased clothes, and young people do not show special effort on behalf of being different. This condition have been interpreted as that culture industry is significant factor in the fashion preferences and in the context of the culture industry, overlapping with explanation of passivation through discouraging people to think by providing them ready reviews of world.

Keywords: Culture industry, fashion, consumer society, mass culture,

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RELIGIOUS PLURALISM: THE POSSİBİLİTY OF PHİLOSOPHİCAL AND THEOLOGİCAL ISSUES

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When we look at the phenomenon of religion that the beginning of the first noticeable things or diferences are a variety of religions. Certainly the diversity of religious not only limited by different worship or rituals. There are also differences in the field of beliefs . in other words , the most basic thing that separetes religion is their different beliefs. Despite these differences ıs there only one way to god? Is there only one way leads to God or salvation? Or are all religions simply different paths to the same ultimate reality? As shown the problem of religious pluralism has been a majör topic of discussion in philosophy of religion and theology. We will consider religious diversity in terms of the philosophical and theological perspective.

Keywords: religious diversity, religious pluralism, philosophical possibility, theological possibility

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THE IMPORTANT OF LEGAL METHODOLOGY IN TURKISH LAW

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The Important of Legal Methodology in Turkish Law

To become good lawyers, it is not enough for students to learn the fundamental principles of the law. Law students also need to learn the process for analyzing the law. This process includes legal metodology.

Methodology asks much more fundamental and difficult questions. The methodology in legal research is the finding, interpretation, application and critique of law and legal rules. That implies that normal legal research will always consider the history, philosophy, comparative perspective and socio-political circumstances of any specific problem. Most importantly, the essence of this methodology is the implicit acceptance of the principle of falsification.

Legal Methodology, as a system of logic, that can be used to evaluate whether a legal argument is internally valid, is based in the Trivium. The Trivium, as a system of thinking and foundational learning, has three parts: Grammar, Logic, Rhetoric

Compared with other countries, academic studies on the methodology of law in Turkey are very inefficient. In continental European countries, and especially the Anglo-Saxon law, the application of academic studies related to this field is very rich. In our legal system must be addressed is the lack of academic studies on methodology.

Keywords: law, metodology, logic, comment

AN EMPRICAL RESEARCH IN TEXTILE SECTOR FOR RELATIONSHIP BETWEEN BURNOUT AND ANGER

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The aim of this study is to explore the relationship between burnout and anger with an applied research in a big firm from textile sector of Turkey. The employees were handed a demographic and a field survey questionnaire designed for this study. Demographic survey part of the questionnaire was composed of 8 variables to control the effect on research variables. And 7 variables existed on the second part of the questionnaire to measure the burnout levels of employees and 34 variables to measure the anger levels and attitudes of employees. The instrument consisted of these 41 items answered on a five-point Likert scale anchored by the terms "strongly agree/most frequently"(1) and "strongly disagree/never" (5). SPSS pc+ version 16.0 was used for statistical analysis. Correlation test and t-test analysis were used in the study.

Keywords: Burnout, Anger, Textile Sector, Employee

Paper ID: 0176

PARTICIPATION OF YOUTH IN DECISION-MAKING PROCESS FOR THE DESIGN AND PLANNING OF URBAN PUBLIC SPACES: THE CASE OF A STREET AND A SHOPPING MALL

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Young people pass through a transitional age range, which is somewhere between childhood and adulthood as a period of life (Weller, 2003). Armağan (2004) argues that youth is the most dynamic and the most energetic segment of a society. However, it is also one of the most problematic segments, which is most of the time affected by social problems. Therefore, it is impossible to isolate the problems of youth from the problems of society in general. In the media age, the link of globalization to the changing conceptions of time and space leads young people to challenge their representations and create new transnational spaces through which they try to express their identities (Neyzi, 2001).

Vanderbeck and Johnson (2000) argue that young people are rarely engaged in the field of researches to explore the meanings of the spaces and how spaces shape the lives of youth. Therefore, in order to comprehend the environmental experience of young people, the gap in the research field concerning youth's perception and experience of space and how they attribute meaning to different settings should be overcome. Malone (2001), by referring to the UNICEF Report, emphasizes the close relationship between children, youth and environments and underlines the crucial role of children and young people on creating more child-friendly and sustainable cities. Moreover, making youth's voices heard is crucial to make them involve in community and environmental affairs as a neglected group (Frank, 2006). Checkoway, et al. (2003), by highlighting the importance of youth participation in various fields of society as competent citizens, point out that youth-dominant understanding in any society is influential on the beliefs and behaviors of adults and youth themselves. Thus, the path towards a good city and active citizenship is tried to be traced.

Contemporary Turkish society is very young compared to many European countries. According to the 2013 population census results indicated by Address Based Population Registration System (ABPRS), 16.6 % of the total population is between15-24 years of age and more than half of the total population is below 35 years of age. If the significant role of the youth population in determination of the future of a country is taken into consideration, a country like Turkey should pay more attention to this 'silent majority' in different fields including the decision making process for the planning and the design of the urban realm.

Accordingly, in this study the way that young people attach meaning to the foremost 'spaces of citizenship' including different urban settings that young people spend their time out of their home such as streets and shopping malls was aimed to be taken into consideration.
Concerning the consistency in preferences of these places by young people and their feelings in those places, the meaning that young people attribute to them as urban public places to hang out and their patterns of use were assumed to be significant for analysis and for the discussion. Within this framework, a field survey was conducted in a street context, i.e., Sakarya Street and in a shopping mall, i.e., Ankamall in the city of Ankara. In this field survey, it was aimed to focus on youth perspectives to figure out their engagement with different urban public spaces and to make their voices heard as active participants involving in social, political and environmental affairs. Furthermore, the socio-demographic differences of young people were also taken as the focal point of the study.

According to the findings, most of the young people were observed as not being very concerned with the physical environment. Gender differences among urban youth seemed to be influential on their decision-making process about the urban realm. Turkish youth was observed to be responsive to politics and social issues as well as individual differences in face-to-face interactions. They suggested and recommended plans of action in terms of various policy and social implications to intervene environmental problems on the street and in the mall. Furthermore, they were observed to make suggestions to transform the street and the mall, and even the city for the benefits of themselves as well as the benefits of all citizens.

Keywords: Youth participation, urban public spaces, shopping malls, street

INTERNATIONAL ASSOCIATION OF SOCIAL SCIENCE RESEARCH

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THE ROLE OF ACCOUNTING INFORMATION SYSTEM AND AUDIT IN THE PREVENTION OF
BUSINESS FAILURES

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The competitive environment that the global economy has brought about necessitates for the business to move more consciously in the sectors they operate and develop approaches eliminating failures. Undoubtedly, accounting department whose importance is increasing day by day emerges as a unit playing key role in the prevention of these failures. The effect of accounting department's working effectively in the business cannot be denied on the success of the business. At this point, it is important that the accounting continues an effective work with the other business departments. That the accounting records are kept in a way that is accurate, objective and reliable allows for the business' activities to be carried out in the institutional framework. Being able to make accounting unit work efficiently reveals the role of the audit. In our study; in which the role of accounting information system and audit in the elimination of the failures the business face with in today's global competitive environment has been put forward, it is tried to create a perspective to the parties of the subject by giving concrete examples about the topic.

Keywords: Accounting, Accounting, Accounting Information System and Audit Information System and Audit

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A STUDY ON THE PSYCHO-SOCIAL PROBLEMS OF TEACHERS AFTER THE VAN EARTHQUAKE OF 2011

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The magnitudes 7.2 and 5.6 earthquakes struck Van, in the Eastern Anatolia Region of Turkey, on 23 October and 24 November 2011. Right after these events, both government institutions and civil society organizations provided supports, however, many buildings were ruined in the city centre in particular, villages and towns in Erciş, moreover 644 people died- 63 of those were teachers- and 1673 people were injured. Under the harsh winter circumstances, almost one million people pulled away from the city with their own means or public aid. Although about 20.000 earthquake victims were lodged in guesthouses, cottages and rest establishments in the other cities, teachers were obliged to stay in Van because of on-going education in the schools. These teachers who had to live in container and prefabricated houses after the earthquake and to work in the schools during the aftershocks traumatised psychologically. This study deals with the social and psychological problems of these teachers after the earthquake.

Keywords: Sociology of disaster, earthquake, consequences of the Van earthquake, problems of teachers after the earthquake

IMPRESSION MANEGEMENT OF SCHOOL MASTERS IN TURKEY

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Impression arrangement is defined as the ability to construct and control individual's self-presentation, expressive behaviors and nonverbal communication styles. It is an individual's realizing how he is perceived by others and reforming his behaviors to lead others' perception. In line with their objectives, individuals' understanding the perceptions they create in others reconstructing themselves will increase efficiency in communication.

Communication in working life is an important part of organizational culture and management. The shape of communication in organizations impacts the efficiency. Therefore, the modern managers should establish and develop. Communications correctly. In verbal or nonverbal communication that the managers use during the process of planning, decision making, implementation, coordination and evaluation; controlling their presentations and developing their ability to regulate will lead the conflict in organizations to efficiency.

Primary aim of this study is to investigate the relationship between the school administrators' impression arrangements and the subscales of their ability to regulate personal presentation; to examine impression arrangement and semantic distinctions based on variables of professional experience and positions.

The sample of this research are the primary school administrators. Primary school administrators who has served under and over six years from villages, towns, city centers have participated in the research. In this research, Personal Information Form, Impression Management Scale and Osgood's Semantic Differential scale were used to collect data.

Keywords: Impression Manegement, school administrators, semantic differential, Turkey

RESEARCH ON PRIMARY SCHOOL FRESHMEN TRENDS OF TELEVİSİON FOOD / BEVERAGE ADVERTISING AND CONSUMING

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As a consumer the most influencal metarial which ca reach a child like is advertisement. In recent years advertisements which are liable to children are in increase. By the help of visual and verbal elements televison have created influence over children. Pure and clean emotions of children are under attack of convincing behavior pattern of advertisement. The ones who give advertisements to television channels to increase sales are on the verge of infuluencing the mental and physical composition of the children in a very agresive way. Market of children day by day attracting more companies attention. Children are defensless againts the colorful, animated, magic world of the advertisement.

Increase can be seen most on the food and drinking advertisement. Food ads frequently seen on the television affect the eating habits of children, some types can create unvanted desire and parent and child conflict.

There is one accepted truth , broadcasted ads on television influence children. Today we have reached a point at which children's health is under attack due to the harmful desired foods by children. Due to the fact that the convincing and influencal power of advertisements children who are between the ages of 6 and 7 continue to want those harmful food. Insistance desire of children is exagerated by advertisements and make the children force their parents to buy food and bevarages. At this stage mothers have great roles because mothers are role - models for their children. By introducing the harmful food and drink to their children can protect their children.

This research was conducted in the group of elementary school first grade students, this study was done in Sukriye Onsun school between the 6 and 8 years old children as gender 51 girls, 49 boys. By method of random and simple picking in 100 children and parents. Survey technic was used to gain the data from the research. Datas were analyzed by SPSS computer program.

Keywords: Television advertisement, Consumer, Child

Paper ID: 0183

ACCOUNTING INFORMATION SYSTEM DEVELOPED BY VALUE STREAM COSTING BASED PRINCIPLES OF THE LEAN THINKING

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Business adopted lean thinking as a strategies in production and management should go to lean transformation in all their functions. This is one of the functions of accounting, with the traditional accounting understanding and approach is insufficient to produce information that lean manufacturing needs, is observed. This insufficiency comes, led to the development of new approaches and lean accounting system has emerged as a result of such an approach.
The result of concentrate on lean manufacturing value stream flows, as calculated reported "Value Stream Costing System" has been developed. Therefore value stream costing system developed for lean manufacturing needs different operation and information outputs is required take place in the accounting applications.
Accounting information system meets an important part of the information that businesses needs is within the enterprise information system played an active role cost of production, sales and decision-making processes. Hence configured of accounting information systems according to lean manufacturing and value stream is important in line with the concept of lean thinking. The adaption of definition of value, ensuring value stream, detection and prevention of waste, evaluation of analysed results and ensuring continuity flawless these process principles to the accounting information systems will provide generation appropriated accounting information and reports to lean manufacturing. With this work, was aimed to enhance an accounting information system, adopting the principles of lean thinking and produces knowledge by taking advantage from lean manufacturing process in line with stated identified.

Keywords: Lean Production, Lean Accounting, Value Stream Costing, Accounting Information System

Paper ID: 0184

IMPACT OF VIRAL MARKETING THROUGH SOCIAL MEDIA ON CORPORATE IMAGE

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This study intends to identify the impact of viral marketing through social media on corporate image. With this objective in mind, the impact of viral and non-viral shares on the consumer's perception of corporate image is analyzed in the study in consideration of participants who stated that they read a post shared by any of their friends acquainted on Facebook regarding their experience with a brand in the last 3 months. The study is carried out with the participation of 286 undergraduates. 45% (128 persons) of those participating in the study stated that they read a post shared by any of their friends acquainted on Facebook regarding their experience with a brand in the last 3 months. For determining whether such share is viral, participants were asked if they also heard about the said share from others and if they later shared it with others. 44.5% (57 persons) of participants pointed out that they heard about such share from others and that they also shared it with others.

For the study, a multiple regression analysis is used so as to identify the factors effective on corporate image. Two separate analyses were carried out for viral shares and non-viral shares. In analyses, the change in the perception of corporate image is dependent variable, whereas the content of share, the participant's level of active usage of Facebook, the participant's approach to the brand before sharing and his/her experience with the brand are independent variables. Based on the regression analysis carried out in connection with viral shares, it is demonstrated that the content of such share (Standard Beta=.53 p=.00<.01) and the participant's level of active usage of Facebook (Standard Beta=.30 p=.01<.05) have a significant impact on the change in the perception of corporate image. No significant model could be achieved, depending on the results of regression analysis which was carried out to identify the impact of non-viral shares ($R2$=.11 F=2.00 p=.10>.05).

Keywords: Social Media, Viral Marketing, Corporate Image, Consumer

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IMPACT OF COMPANIES' FACEBOOK PAGES ON CONSUMER BRAND PREFERENCE

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With the advancing technology, brands have started to play a more active role in social media and to execute their marketing and communication activities through such media. In particular, the recently growing number of social networking sites has a dominant position in terms of executing these activities.

Today, brands are increasingly attaching importance to creating company Facebook pages and contacting the consumer by sharing posts via Facebook. With this objective in mind, this study intends to identify the impact of companies' Facebook pages on consumer brand preference. The study is carried out on the basis of GSM operators ranked among the top brands with the highest number of "Likes" on Facebook, in consideration of two brands, one having the highest number of "Likes" and the other having the lowest number of "Likes". The study is carried out with the participation of 306 undergraduates and analyses are performed in consideration of the data from 166 persons who stated to use Facebook on a continual basis.

For the study, a hierarchical regression analysis is used so as to identify the factors effective on brand preference. Accordingly, the satisfaction resulting from the brand and the state of using the brand actively are first included in analysis as control variables, then followed by, as independent variables of the study, the state of liking the company's Facebook page and values obtained from the scale including how frequently the participant follows or shares the brand's posts on Facebook. The study results demonstrate that the liking of a page on Facebook is not effective on brand preference for both brands at a significant level ($p>0.05$), whereas the frequency of following and sharing the brand's posts is effective on brand preference only for the brand with a high number of "Likes" at a significant level (Standard Beta = .17 $p=.01<0.05$). In addition to using the brand's products or services and satisfaction resulting therefrom, it is understood that the frequency of following and sharing the brand's posts on Facebook has a less impact on brand preference ($\Delta R=.02$; $p=.02<.05$).

Keywords: Social Media, Brand Preference, Consumer

APPLICATIONS OF GROUNDED THEORY IN SOCIOLOGY: SOME METHODOLOGICAL CONSIDERATIONS

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For those employing grounded theory as a methodology the issue of how and when to apply it is often problematic. Furthermore qualitative researches frequently have been confined mainly to data collection rather than data analysis. These can be considered as the main reasons why there have been relatively less and low satisfying qualitative research using grounded theory methodology in sociology. With this in mind, this paper aims to bring out further clarifications through applications of grounded theory in sociology. In order to achieve this purpose existing literature has been reviewed beginning from Glaserian grounded theory methodology that contains positivist, hermeneutics and pragmatist elements. Although the original stance taken by Glaser and Strauss (1967) has changed over the time there are also some affords to reconcile opposing perspectives of grounded theory such as feminist, post modernist, phenomenological and hermeneutics. In this paper grounded theory is assumed as a tool to develop new concepts that would make contributions to existing Western sociological literature in terms of both low and high alternatives of non-Western sociologies as mentioned by Alatas (2011). This paper will conclude with several practical suggestions for sociologists who intend to learn more about applying grounded theory methodology. Certainly several experiences gained from empirical field studies that are carried out in Turkey following grounded theory methodology principles will be taken into consideration while suggestions are made.

Keywords: Grounded theory, qualitative research, sociology, literature review, empiric study

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JOB DISSATISFACTIONS AMONG NURSES: A GROUNDED THEORY APPROACH

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This paper investigates the problem of job dissatisfactions among nurses. Grounded theory study design was applied from the perspective of nurses. Data gathered from 20 nurses and 20 patients of a hospital that serves basically veterans of Turkish army. Three steps of grounded theory methodology namely open, axial and selective coding are applied carefully. Reasons to select nursing profession, ideal and actual caring interaction settings, nurse-patient caring interactions, coping strategies, problems of nursing profession, expectations and needs, dissatisfactions of nursing profession, gaps between nursing training and it's application are the main categories of open coding. Dissatisfactions derived from health care system, nursing profession and patients are defined important categories of axial coding. Finally image of profession in society determined via selective coding that includes three part of axial coding namely system, profession and patient based problems of caring settings. Findings revealed that psychological, social and physical loadings of nursing profession are resulted in burn out and dissatisfactions among nurses. Their social image in the society mainly originated from their low social status as being axillary personal in health care system makes them unhappy. Therefore several suggestions are offered in order to improve their social status in society. Grounded theory methodology helped to draw more realistic picture of nursing profession in Turkey when compared other studies carried out based on quantitative approaches.

Keywords: Nursing profession, Grounded Theory, qualitative research, dissatisfaction, Turkey

Paper ID: 0188

INVOLUNTARY CHILDLESSNES: GROUNDED THEORY APPROACH FOR DEVELOPING A MODEL ON REPRODUCTIVE HEALTH

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The case of involuntary childlessness is one of the most important psycho-social problems of married couples and should be investigated carefully in order to understand the process of labeling or stigmatization of infertile women. Primary aim of this paper is to develop a theoretical framework by comparing the characteristics of childless women as well as mothers. Researchers carried out 20 dept interviews with women who are trying to have tube baby. "Grounded Theory" approach is assumed appropriate when analyzing collected data. All steps of grounded theory methodology are applied carefully in terms of "open coding"," axial coding" and "selective coding". "Bio-psycho-social Model" is also considered necessary to understand this complex process. During open coding, concepts of childlessness, motherhood, trust, uncertainty, depression, insufficiency, quilt, reactions are used to identify psychological issues ; socialization and social isolation are used to identify social dimensions and finally physical or bodily issues are also taken in to consideration in accordance with bio-psyhco-social model. Concept of women's acceptance of infertility selected and used for axial coding . Finally traditional and modern attitudes towards infertility are determined as selective coding. In the mean time closure and disclosure of infertility are defined via the core concepts. Findings revealed that there are cultural and personal differences among childless women according to their socio-economic and demographic backgrounds. In order to overcome the pressures which derived from social environments women develop several coping strategies. Disclosure or hiding of their infertility from others and sharing only with some friends, relatives and husband were the common strategies. Furthermore it is found out that women were using metaphors when explaining their case. For example "tunnel" metaphor was one of them. Life without children is considered as a dark tunnel for many women. Having a baby or getting pregnant is the end of this darkness. Some failures during the curing process could also be considered as twilight before happy end.

Keywords: Grounded theory methodology, involuntary childlessness, infertility, Turkey

Paper ID: 0189

AKP AND FUNDAMENTAL TRANSFORMATIONS IN TURKEY: A GROUNDED THEORY APPROACH

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Justice and Development Party (AKP) is in power since 2002 in Turkey . AKP is a conservative democratic party and this has been declared repeatedly in the party's program and in the speeches of the leader and members. The program declares that the party's basic notion contains economic development and democratization as well as rights of minorities. However public oppositions against AKP's policies (i.e. interventions to private life, alcohol consumption, radical changes in educational system) and police violence against street protests called Gezi Parkı Protests reached the highest point on 14 th of June 2013. This was a kind of indicator of the failure of the policies of AKP regarding human rights and democratization. The aim of this study is to understand reflections of AKP policies in terms of their implementations. Data were collected from nine AKP sympathizers and six people opposing AKP. In this study Grounded Theory methodology is employed while analyzing collected data.

COMPLEMENTARY AND ALTERNATIVE MEDICINE(CAM) IN TURKEY :A GROUNDED THEORY APPROACH

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While the meaning of health is changing in all over the World scientific or standard medicine is started to be criticized by it's alternatives due to various reasons such as epistemological, philosophic, cultural and economical. Although researchers do not know how safe Complimentary and Alternative Medicines (CAM) are or how well they work applications of CAM are rising worldwide via marketization. CAM is the term used for some products and treatments that are used partly during standard or scientific medical treatments. Primary aim of this paper is to define it's entrance and development process in the health market based on practitioners' views in Turkey.. While qualitative data collected from 27 CAM practitioners who are from Izmir province of Turkey are included patients are excluded in this research. This is one of the main limitations of this study. Furthermore data gathered via dept interviews are analyzed by Grounded Theory methodology. Three steps of Grounded Theory, namely "open coding", "axial coding" and "selective coding" are used to get a holistic view of CAM. Findings revealed that methods of CAM vary in terms of health and illness as well as the treatment since there is no one standard approach.. Application of CAM in Turkey is growing up as a sector in the free-market similar to the other part of World. Several suggestions are also made in order to contribute the relevant literature.

Keywords: Complementary and alternative medicine (CAM), practitioners, Grounded Theory, Turkey

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This study examined the effect of the use of concept cartoons on students' academic success and attitudes towards Science and Technology lesson in teaching the unit "Structure and Features of Substance" within Science and Technology lesson at 8th grade of primary school education. The research was conducted on a total of 63 students, being 32 for experimental and 31 for control group, who take education in Rabiye Mehmet Ülger Primary School in Antalya province, Aksu district in 2010-2011 academic year. The unit "Structure and Features of Substance" was taught with concept cartoon-aided constructivist teaching methods in experimental group and with constructivist teaching methods in control group. Data collection tools include a "Success Test" including 53 questions and an "Attitude Scale towards Science and Technology" including 41 items. Specialist views and suggestions were asked to determine the scope validity of the success test. Reliability coefficient of the success test was calculated as 0.930; mean difficulty as 0.518 and distinctiveness as 0.590. To test the reliability of the Attitude Scale, a pilot study was conducted on 53 students at 6th and 7th grades and the reliability coefficient was found as 0.81. Mann Whitney U Test and ITEMAN (Item and Analysis Program) programs were used to analyze the obtained data.

According to the findings obtained by the analyses, it was found that the use of concept cartoon in Science and Technology Teaching does not lead to a significant difference in academic success of experimental and control groups, yet constitutes a significant difference in academic success of female and male students. It was found that the students in experimental group have high cognitive and affective levels while they have medium kinetic level. In addition, concept cartoons lead to significant difference in cognitive and affective attitudes of female and male students, however they do not lead to any significant difference in kinetic attitude dimension.

Keywords: Concept Cartoons, Science and Technology Education, Constructivism, Academic success, Attitude towards Science and Technology Course

Paper ID: 0193

COVERT MARKETING STRATEGY: AN ALTERNATIVE WAY TO REACH CONSUMERS

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Consumers of the twenty-first century are exposed to hundreds of commercial messages which are planned and crafted in an expertise manner in order to influence and persuade them in the course of their daily lives. Moreover, it is obvious that these consumers are quite knowledgeable and also being aware of eveything according to the consumers of the past period. In this regard, from the moment that post-modern consumers become aware of commercial messages that are being delivered they are resisting them or know how to avoid and deal with them. In addition, due to continuous exposure of the commercial content messages, they have become indifferent to these messages. Because of this situation, today's markets' firms which are in an effort to survive, have difficulty to reach consumers via traditional marketing communication methods; therefore it has become necessary to find new or alternative strategies for the firms.

This study, at the period of finding alternative ways for the firms, is handling a strategy which is conceptualized as covert or stealth marketing in recent literature. If the firms can use the "covert strategy" in the marketing communication process at the right time with implemented carefully and subtle manner, it will provide a significant advantage in competition.

Covert marketing strategy is discussed theoretically in this study and primarily a comprehensive description is given. After briefly giving the historical background of strategy, using cover in the marketing communication process is explained and shown on the communication model. In addition, this article presents a typology of covert marketing practices based on whether the real source and message using the cover. Strategy implementing techniques are also described in this section. The article concludes in ethical perspectives of the strategy with policy reccommendations.

Keywords: Covert Marketing, Alternative Marketing Communication Strategy, Ethics, Typology

Paper ID: 0195

IBRAHIM KÛRÂNÎ AND HIS WORK ENTİTLED "INBÂHU'L-ENBÂH 'ALÂ TAḤḲÎḲI I'RÂBI LÂ ILÂHE ILLALLAH" AND WORKS ON KALIMAH TAWHEED UNTIL NOW

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The aim of this study is to introduce readers of the rich heritage of the Ottoman Empire and this legacy is to face the day. As we know, The Ottoman Empire was a world state, and has left us a rich cultural heritage. This heritage is preserved in libraries and thus achieving today's people waiting to be uncovered. There are millions of manuscripts in libraries today. Unfortunately, many of these works are under threat of extinction. Perpetuate the legacy of this rich, and must transfer to future generations. To perform this debt with the right, however to work diligently on these works, and these works will be with to deliver to the place that their rightful.

In heritage that is mentioned, there are many works of the famous scholar Ibrahim al-Kûrânî who lived in 17. century. So with this work, we wanted to recognize and promote the works of Ibrahim Kûrânî. In this works, we aim to scrutinizing the book to be known as "İnbâhu'l-enbâh 'alâ taḥḳîḳi i'râbi lâ ilâhe illallâh" which is famous grammar book that is written in the field of Arabic Language and Rhetoric.

In the introduction, we felt the necessity of making some remarks about the work to shed light on the reader.

In the first part, we gave information about the social and political status of the Ottoman Empire and Heejaz.

In the second part, we have discussed Ibrahim Kûrânî's life story, and his works with social, political and scientific status of his era.

In the third part, methods for scrutinizing the work that we watch, and we have made discussion about writing copies of the work.

In the fourth chapter, we made scrutinizing the comparative copies of the work.

Keywords: Syntax of La ilahe illallah, Ibrahim Kûrânî, İnbâhu'l-enbâh 'alâ taḥḳîḳi i'râbi lâ ilâhe illallah.

RELIABILITY AND VALIDITY OF THE TURKISH VERSION OF LADD AND PROFILET CHILD BEHAVIOR SCALE VICTIMIZATION SCALE MEASURE PEER RELATIONS OF 4 YEAR- OLD TURKISH CHILDREN

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The purpose of this study is to conduct reliability-validity studies for The Child Behavior Scale and The Peer Victimization Scale and Picture Sociometry Technique. The reasarch is a survey for scales adaptation to measures language equivalence, reliability and validity of these scales for 4 year- old children in Turkish. Ladd and Profilet Child Behavior Scale, is a teacher report instrument which was developed in 1996 designed to evaluate preschool children's peer relationships. Scale included 44 items and 6 subscales (aggressive with peers, prosocial with peers, asocial with peers, excluded by peers, anxious-fearful, hyperactive-distractible). Victimization Scale, was developed in 2002 to measure to be victimized by peers. It includes four types of peer aggression (physical, indirect, direct and general) with one item for each type of aggression. Picture Sociometry Technique, was developed by Asher, Singleton, Tinsley and Hymel in 1979. A child in the class is presented a photograph of each child in that group one by one and is asked how much he/she likes the peer in the Picture. The child puts the picture in one of the three box on the basis of his/her prefence. The first box has a smiling face meaning "I like very much". The second box has a neutral (unexpressional) face meaning "I like little". The third box has a sad face meaning "I don't like at all". The three more questions were added to the Picture Sociometry Technique in this study. Thus the original scale was changed to the four- items scale. Statistical analysis indicated that these scales and could be accepted as reliable and valid for 4 year-old Turkish children.

Keywords: Peer relationships, preschool period, reliablity-validity studies.

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BYSTANDERS TO HUMANITARIAN CRISES – MOVING TOWARDS NEW FORMULATIONS IN RESEARCH ON PROSOCIAL RESPONSES TO DISTANT SUFFERING

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The paper discusses findings from a three year project investigating the UK public's responses to humanitarian and international development crises. It applies the 'bystander effect' model to compare responses to humanitarian emergencies caused by natural disasters and crises related to on-going poverty in developing countries. The presentation will illustrate that the 'bystander effect' is a productive model in understanding why people respond generously to natural emergencies, but it is of limited application in explaining the complexity of public responses to humanitarian and international development crises more broadly. The findings suggest that members of the public welcome and respond proactively to humanitarian communications that sustain their connectedness to humanitarian issues in ways that are cognitively meaningful, evoke manageable emotions and are morally relevant; that is, consonant with practices and principles of care that they are familiar with. It is suggested that, in order to adequately grasp these dynamics, psychological research needs to move beyond the restrictions of laboratory based studies of prosocial behaviour and engage with the complexities of public responses to humanitarian and international development crises through methodologies that are epistemologically psychosocial.

Keywords: prosocial behaviour, humanitarian crises, bystander effect, psychosocial factors

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EXAMINATION OF THE PREDICTING EFFECT OF THE ENVIRONMENTAL ATTITUDES OF PARENTS ON THE ENVIRONMENTAL ATTITUDES OF PRESCHOOL CHILDREN

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The purpose of this study is to examine the predicting effect of the environmental attitudes of parents on the environmental attitudes of preschool children. The sample group of the study consisted of 99 children aged 5-6 receiving the preschool education, 99 mothers and 99 fathers in the province of Denizli. Data collection tools, used in the study, included The Children's Attitudes Toward the Environment Scale-Preschool Version (CATES-PV) for children and the Environmental Attitude Scale for parents. The Children's Attitudes Toward the Environment Scale-Preschool Version (CATES-PV) was individually applied on children by the researcher. Environmental Attitude Scale, on the other hand, was filled out by parents separately. Simple Linear Regression Analysis was used to analyze the data. The results of the study revealed that the environmental behaviours and environmental thinking skills of parents significantly predict pro-environmental attitudes of preschool children. Results of the study put forward that parents have a great importance in creating the environmental awareness of young children. Thus, it is very important to raise the environmental awareness of parents. It is thought that as the positive environmental attitudes of parents increase, their children will develop positive attitudes towards the environment. Preschool teachers are required to organize family involvement activities in order to develop the environmental awareness of parents. It is also required to emphasize the extensity of the environmental pollution and the importance of protecting the environment via media. Additionally, the future relevant studies may investigate the longitudinal effect of parents on the environmental attitudes of their children.

Keywords: pro-environmental attitudes, environmental thinking skills, preschool period.

THE EVOLUTION OF THE ILLUMINATOR'S PERCEPTION IN DESIGNING

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The fact that time, place and person all change has lead to an inevitable change of art and its artists. Artists have tried to enlighten the age that they are a part of with their artistic work that has been produced with their own understandings and authenticity. This is why gilding, which is accepted as traditional art, has been through important changes in its history. From past to present, many different understandings of gilding have been presented to implementing artists, which has lead to different works of art. Various artistic work has been produced depending on the properties of different ages and different regions. Artistic work of our day should also be produced according to the qualities of our age. Today, those who have been educated with classical gilding lectures have many different concerns while producing work with artistic merit. Such artistic pieces of work prove that although not gilding itself, artists specializing in gilding are going through changes. This text shall be supported with visual material.

Keywords: illumination, traditional, design, art

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HISTORY EDUCATION DURING THE EARLY YEARS OF THE TURKISH REPUBLIC

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With the foundation of the Republic of Turkey, a period of substantial changes also began. The foundation of the new state was only possible with dramatic changes in the whole institutional body of state apparatus. Especially the changes in methods and contents of the education system were one of the most critical stages of this process. The administrators of this new state also made great efforts to raise new generations of the Republic. In this study, the changes which were applied in the field of history education during this period and the reasons for these changes will be analyzed.

Keywords: history education, Turkish republic

Paper ID: 0205

THE USE OF THE IMAGES OF MOBESE CAMERAS IN TELEVISION NEWS: A NEW TYPE OR SOURCE?

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With the birth of the modern state, surveillance expanded in terms of time and space, and spread to the society. A new phase was entered with the information based technology developments in the 20th century. The most distinct characteristic of this new phase is the emergence of the surveillance technologies that keep a close watch on people everywhere and record their actions. The camera surveillance technologies constitute the main part of these technologies. Launched first as CCTV in England, camera surveillance entered into service with the name of MOBESE in Turkey. The developments in the image recording and surveillance technologies enabled rulers to keep a closer watch on people. In addition to that, new image sources were begun to used in journalism area. Images belonging to the police cameras as well as easy portable amateur cameras and security cameras for workplaces are used in television news. MOBESE cameras have been added to all of these cameras lately. In this study, the use of MOBESE cameras in the news was defined as 'MOBESE journalism', and the use of sources and specific features were set forth with an application of content analysis to television news. The main news bulletins of Show TV, Kanal D and Fox TV were watched and 324 news were analysed. The results show that MOBESE journalism includes news about public order that are highly dependent on news and image sources, also show tabloid features, construct new realities by using image and sound effects and mostly rely on interestingness.

Keywords: Surveillance, MOBESE Cameras, Television Journalism, Types of News, News Sources

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GODDESS NIKKAL AND HER ATTRIBUTES

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The religion which is a social institution that systemize believing in and worshipping to the God, supernatural powers, various holly existences; was established in Hittites that existed in Anatolia during the 2nd Millennium BC; with peculiar subjects and characteristics. The Hittite religion and Hittite pantheon; namely the group of gods, include several gods from various ethnic origins. Therefore the Hittite religion includes the religious beliefs of several folks and societies due to such sanctified gods.

The Hittite state was an empire. The thing that distinguish the empires from other governing systems that they rule various ethnic origin public/tribes. Therefore, for enabling the coexistence of different communities from various ethnic origins, an official pantheon of the gods taken from such communities are included in an official pantheon as a unifying element. The aim of including the official pantheon of all these communities was to ensure the loyalty of these communities for coexistence.

In this context, the Hittite religion and official pantheon includes the unique Indian-European gods; the Hattian origin gods that they encountered when they entered Anatolia, Luwian and Palaian gods of Indian-European language, Hurrian origin gods. By means of the Hurrian, Sumerian and Babylonian gods from Mesopotamian and the religious motives and the gods of the ethnic class with Indo-Arian origin existing with the Hurrian were included in the Hittite pantheon.

We gather all these information through the Hittite cuneiforms , the depictions of gods/goddess with hieroglyphic-Luwian legends written in Hurrian names at the the rock sanctuary of Yazılıkaya located 1,5 km northeast of Boğazköy and some statuettes. In line with all these gathered data, it is observed that the Hurrian gods have a significant place in Hittite official pantheon and sanctified accordingly.

Goddess Nikkal mentioned among the important Hurri goddesses in the Hittite cult texts is the spouse of God of Moon and the mother of God of Sun. This Goddess was named after the Sumerian NIN.GAL "elder sister".

1.Agaššari: The attribute of Goddess NIN.GAL. Mentioned in the ritual made for NIN.GAL, Goddess of Moon.
2. Alu̯il: The attribute of Goddess Nikkal.
3. Iru̯ena: The attribute of Goddess Nikkal. Means "Dog".
4. Kade: Means "grains". The attribute of Goddess NIN.GAL
5. Kuzinkarra-: This word which means "Piglet?" is another attribute of Goddess NIN.GAL.
6. Širinna: The attribute of Goddess NIN.GAL. Mentioned in the ritual made for Goddess of Moon NIN.GAL

Keywords: Hittites, Hurrians, Goddess Nikkal, Agaššari, Alu̯il, Iru̯ena, Kade, Kuzinkarra,Širinna

Paper ID: 0207

ANALYSIS OF 30 MARCH 2014 LOCAL ELECTIONS IN EAST AND SOUTHEASTERN ANATOLIA REGIONS OF TURKEY

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The issue named as "Kurdish Question" or "East Question", is one of the major political, economical and social problems of Turkey since the last period of Ottoman Empire. Until 1940, this problem surfaced with some rebellions in the eastern region and was seen as a local problem and accordingly named as "East Question". But this problem evolved into a complex multi dimensional structure with time. In addition to political, economical and social aspects of the problem, violence and terrorism dimensions started in 1980's and made the solution harder.

Since the begginning of multi party period, Kurdish Problem is an effective factor on election results. Ethnic identity as a political argument was present but not very effective in East and Southeastern Anatolia region until the 1990's. Until this time feudal relationships and tribal structure were determining factors of politics.

Political turning point of region was started with 1990's. Kurdish Problem is the most important factor in parliamentary election results since 1991. After this election, establishment of political parties with core ethnic political arguments had changed the balance in this region. Power of landlords and tribal leaders diminished gradually and they were replaced with new actors with political identities.

In this presentation, reshaping of the local politics will be summarised with the election results in East and Southeastern Anatolia regions after the establishment of political parties (HEP, DEP, DEHAP, HADEP, DTP, BDP) which emphasizes Kurdish ethnical identity. Based on this summary, main aim of the presentation will be an analysis of last 30 March 2014 local election results of Turkey with the perspective of Diyarbakır and other provinces of this region.

Keywords: Politics, ethnic identity, political change, election

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DESIGNATING A POLITICAL ROLE TO THE ECUMENICAL PATRIARCHATE OF CONSTANTINOPLE IN THE COLD WAR: MICHEL MELAS' MEMORANDUM

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After approximately three decades of inaction and invisibility, the Ecumenical Patriarchate of Constantinople had increasingly become active and visible by the end of 1940s. One can mention from the revival of Patriarchate and its Patriarch at that time. What circumstances did provide such a revival? It can be suggested that the emergence of bipolar world in the aftermath of the World War II was the most notable development in this regard. Within this context, a competition for spheres of influence began between the leading states of the Cold War; namely, the United States and the Soviet Union. Both states mobilized every instrument at their capacities in order to gain influence at the extent of the other. Spiritual centers of Orthodoxy, the Ecumenical Patriarchate of Constantinople and the Moscow Patriarchate are the examples of such mobilization. To the attempt of the Soviet state to extend its influence in the Balkans and the Middle East through the Moscow Patriarchate, the United States and its allies were in search of counteracting by strengthening the position of the Ecumenical Patriarchate of Constantinople which had been weakened as a result of the Turkish Government's policy in 1920s-1930s.

This paper will focus on the search for designating the Ecumenical Patriarchate as a counteracting force against the Moscow Patriarchate in the early years of the Cold War. This search will be based on a memorandum written by Michel Melas, the Greek Consul General at Istanbul upon the request of the American Ambassador in January 1950. After presenting the outline of policy suggested by Melas, it will trace the activities of the Ecumenical Patriarch between the years 1949-1954.

Keywords: Ecumenical Patriarchate, Michel Melas, Cold War

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THE IMPACT OF URBANIZATION AND INDUSTRIALIZATION ON AIR AND WATER QUALITY IN THE MARMARA BASIN

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The Marmara basin boundaries, Thrace in the north and northwest Korudag, Ganos Mountain and the eastern extension of the Strandja Mountains with surrounded. North of Tekirdag and Gallipoli Peninsula a passing border, Maritza-Ergene Basin is separated from. If Anadolu part, in the eastern and southern sides Alem Mountain, Aydos Mountain, Kayalıdag, Gökdag, Avdan Mountain, Katırlı Mountain and Kaz Mountains follows watershed. The basin area of approximately 23 084,6 km2 has been around approximately 2.96% of Turkey is up. Marmara Basin, Susurluk River flows into the Sea of Marmara outside the catchment area covers all of the streams. The basin of streams network, in the European part of the Alibey ve Kagıthane creek, in the Anatolia side, East Kiraz Creek, Southwest Kocabaş (Biga) Creek and Gönen Creek. In addition, Büyük Çekmece, Küçük Çekmece and the Iznik Lake, it is important in the hydrography of the basin.

Marmara Basin, starting from Istanbul, Eastern Marmara, which also included the industrial belt, starting to rise from the 1950s, has developed rapidly. Marmara region into an important part of the industrial belt in the Marmara Basin, a wide variety of industries, as well as in organized industrial zones are located in a scattered manner. In the basin was the scene of intense industrialization, urbanization, especially in surface waters from one side, completely water environment, on the other hand the city over time the atmosphere is polluted.

Keywords: Turkey, Marmara, Basin, Water Quality, Air Quality, Urbanization, Industrialization

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GRAPHIC-QUESTION ORIENTED GRAMMAR TEACHING: A CASE STUDY

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Mother tongue teaching is basically carried out around four language skills in general and particularly in the spiral of grammar. Practice-based approaches are adopted to make students to gain these skills. Teachers guide students to access information during these practices. Attracting the interest of students in the classroom is extremely important in teaching. Some teachers focus students attention by asking questions and the others make the same by using graphics. According to constructivist learning theory, learning context must include multiple representations and stimulants. These representations such as graphics are useful tools on reification of abstract grammar related concepts and attracting attention. In this context, the book named "Illustrated Turkish Language for 5th Grade (1926 dated)" is a good sample which teaching Turkish grammar with graphic-question oriented approach. In this book, grammar notions were tried to teach by establishing a relationship between graphics-questions and depiction practices. In this study, these practices will be introduced which contained in the mentioned book and some suggestions will be offered on the basis of the practices for present Turkish course books.

Keywords: Turkish language, grammar teaching, graphic, question

ENLIGHTENMENT, CIVIL SOCIETY AND POLITICAL ECONOMY

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Eighteenth-century Enlightenment thought is the key to understand development of modern state and civil society. This tradition at the same time explains birth of political economy. Political economy is ignored to a large extent in today's civil society debates. In the social sciences, Enlightenment thought mainly has been discussed for its philosophical and aesthetical aspect. But if we especially look at the Scottish Enlightenment tradition, in here we see that civil society and political economy were the part of moral philosophy. Because of that in this presentation I will explore origins of modern civil society and its relation with political economy in the Enlightenment thought that was the most important moment of modernity.
As an example, Adam Smith's Wealth of Nations (1776) is the most famous political economy book in the eighteenth century. Today Smith is mainly seen as a father of modern economics. But Smith's official title at the Glasgow University was the professor of moral philosophy and at the same time Smith became famous European-wide philosopher by his earlier The Theory of Moral Sentiments (1759) book. That's why it is important to combine moral philosophy and political economy and by that to search for deeper understanding of modern civil society.
Eighteenth-century philosophers saw their age as a 'commercial society'. By that conceptional tool they explained their time. Commercial society was seen as a modern civil society. Another important discussions related with political economy were luxury debates, division of labour and corruption debates.
In this presentation I will search for all these mentioned conceptions.

Keywords: Enlightenment, 18. Century, Civil Society, Political Economy

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CURRENT APPLICATIONS IN CRISIS MANAGEMENT AND A NEW PHENOMENON: SOCIAL MEDIA

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This study points out the current approaches in crisis communication periods applied during crisis periods. Among these approaches, social media is discusses in many ways, which is effectively used in crisis management. It is important to manage social media application in an accurate way in order to run a systematic and disciplined hierarchical order in times of crises. This situation both helps removing crisis periods successfully and contributes shaping and identity and improving it. Basing on this realm, several recommendations have been made for institutions and managers in this study.

Although the innovative Internet technology and widespread use of new media applications bring some advantages, it is also inevitable to have some problems. In addition to the increasing number of users, new media course has become an important tool to increase profitability for institutions by reaching large numbers of population; however, it also causes to have some deeper crises, which put an end on their existence in some cases, leading damages and losses. Although they are sometimes tools for overcoming crises, they may sometimes be the real causes. It is a fact that this new media course requires a 'instructions manual' as it reaches a large number of population. Having the feature of including both proactive and reactive applications, social media must have an active role in managing crisis periods as a part of institutional communication. However, social media is still used with an understanding of traditional media in application, therefore causing many problems. In this study, social media is primarily evaluated as a new communication course, the tools of social media are defined and its advantages and disadvantages in terms of applications to be used in crisis management are pointed out. In addition to this, there are also some supporting hints to evaluate social media as a part of institutional communication.

Keywords: Crisis management, social media, public relations

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THE ROLE OF FAMILY FUNCTIONING IN PROBLEMATIC INTERNET ENTERTAINMENT USE OF TEENAGERS

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Last years the number of teenagers using internet is increasing dramatically. These young people use internet mostly for nonessential, personal activities such as leisure, pleasure or creational that increase the time spent online and that cause marked disturbances in their life. Many studies reported non-substance addiction to online entertainments in young peoples. There are many symptoms such as salience, withdrawal, and continued excessive use despite the negative consequences. Teenagers develop this kind of behavioral addiction as results of online activities to counteract other psychological or physical deficiencies (Griffith, 2000). This study aimed to investigate the role of family functioning in problematic internet entertainment use of teenagers. Internet addiction levels of students was determined by the "Problematic Internet Entertainment Use Scale for Adolescent" (PIEUSA) which centers on major internet entertainments such as online video games and social networking sites (Fernandez, Blanxart, Serrano, 2013). "Mc Master Family Assessment Device" (FAD) was utilized in order to determine the functioning levels of the teenagers' families on the areas involving Problem Solving, Communication, Roles, Affective Responsiveness, Affective Involment, Behavior Control, General Functions factors (Bulut, 1990). 500 students, aged 11-18 years old from secondary and high schools in Istanbul-Turkey participated to this study. The problematic internet entertainment use levels will be compared according to their various demographic characters and these levels will be examined according to healthy and unhealthy family functioning groups.

Key words: Problematic internet entertainment, teenagers, family functioning

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CHILD'S PERCEPTION OF GENDER AND THE SOCIOECONOMIC STATUS OF THE FAMILY, AN EARLY CHILDHOOD STUDY

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The purpose of this study is to determine the children's, between ages of 4 and 6 years, perception towards the concept of gender.
The study involves children who attend public and private preschools, located in central Canakkale and close by districts.
For this purpose, we carried out a social and demographic survey on a randomly selected sample. We investigate both the children's and parents' view of gender roles and the gender relations in their families, that are from a variety of socioeconomic classes.
Our findings reveal the differences between children's gender perception as well as the reflections of the gender concept in family and the society.

Keywords: Gender, Preschool Education, Child, Family

Paper ID: 0217

TEXT SELECTION AND DEVELOPING MATERIALS FOR TEACHING TURKISH TO FOREIGNERS

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Number of university students who came to study in Turkey has reached to 55000 in 2014. These students, mostly, are taking course in Turkish Education Centers (TOMER) which established in contact with universities. Educational materials which produced by TOMERs are usually in education of these students.

The purpose of this study is to make an analysis about text selection and developing materials for teaching Turkish to foreigners through PhD and graduate thesis'. In this study 34 graduate and 4 PhD thesis' in YOK's national thesis central data base about text selection and developing materials for teaching Turkish to foreigners have analyzed. Defined theses have evaluated by using content analysis method, made coding under determined themes and sub-themes according as sub-objectives of the study. Level of consistency between coders has been noted to accomplish coding reliability. According to basic findings in study, most stated subject in theses is qualification of textbooks. Also in theses about specially developing education materials, grammar education and adaption of literature texts have majority.

Keywords: Teaching Turkish to Foreigners, Text Selection, Developing Materials, Graduate Thesis

Paper ID: 0218

POSSIBILITY OF REALIZATION BETWEEN MUSLIMS AND CHRISTIANS OF VALUES ADDING MEANING TO LIFE (MARDIN CITY CASE STUDY)

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The research tests whether there is a meaningful relationship in terms of realization of values adding meaning to life between Muslims and Christians in a region where they coexist. Studies conducted in Turkey and abroad on values scales were scanned in order to develop data collection tool. Then value theories in Islam and Christianity were analysed, common value expressions in both religions that add meaning to and enrich life were ascertained, and were adapted to the questionnaire format. Qualitative research method was used to collect research data. The data was analysed using SPSS package program and necessary statistical techniques such as frequency, percentile, and chi-square were employed in data analysis. An assessment of chi-square analysis results revealed a statistically significant relationship (For all value items $p<0.05$). The findings have revealed certain paradoxical inconsistencies. It should be highlighted that both discourse of Muslims and Christians and their preferences for values adding meaning to life, the difference in discourse and preference, are not only an inconsistency but can also be interpreted as an outcome of how each religion's view and meaning of the other is shaped. Peaceful coexistence of religions with all their diversity could be regarded as Mardin city's religious identity that has interlocked with its cultural history. To offer a solution to differences, increasing the number of studies into how religious pluralism is viewed in Turkey will prove valuable in terms of producing a picture of the general situation.

Keywords: coexistence, ethnic values, religious value, cultural value, social values

Paper ID: 0219

AN EVALUATION OF AGRICULTURAL TRADE BETWEEN TURKEY AND RUSSIA IN RESPECT OF CHANGING POLICIES PERSPECTIVES

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Major structural change occurred in Turkey and Russia after 1990's. In Russia, agricultural production declined in 1990's, but it increased again in 2000's. The demand of agricultural products increased through economic growth, so Russia has been one of largest agricultural product's importer after China. Besides that, Russia embodied her position as a part of world trade system admitting to WTO's membership in 2011. Turkey aimed structural change in her agricultural policy via ARIP after 2001. Together with privatization of SEE'S, agricultural support mechanism was also changed. In parallel the change of agricultural support instruments, the import of vegetable oils, animal product and even wheat has increased. The evaluation of these countries' agricultural structure and policy even more increased as occurred major structural changes in Turkey and Russia and the reflection of international policies' effect observed clearer than before.

Russia is at first place with the 6% share in Turkey's trade of agricultural products. This share is especially changeable in terms of import. It is remarkable that the share of Russia is 20% in Turkey's import of agricultural products in 2012. Another important issue is the concentration of traded products as specific groups over time. The share of sugar and cereals export to Russia was 50% in 1995, but it decreased to 2% in 2012. But the share of vegetable and fruit reached 80% at the same year. On the import side, the share of cereals was 5% in imported product groups, but it increased to 44% in 2012. The share of animal and vegetable oils is above 30%.

The study aims to evaluate the trade of agricultural products between Turkey and Russia. Then, it's been evaluated occurred changes in these countries' agricultural structure and policy in respect of trade effect.

Keywords: trade concentration, agricultural structure, trading debates

Paper ID: 0220

THE INVESTIGATION OF WRITING SKILLS DEVELOPMENT ACCORDING TO THE SCHOOL STARTING AGE

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This study aims to examine the writing development of students who began primary school in the age of 60 to 66 months and now attending the second class. This research is a qualitative study and the survey model was used. The study group consists of 38 students. In this study was used these means of data collection: The determined text which in order to dictate for students, incorrect analysis inventory, spelling dictionary and multi-dimensional legibility scale.
Dictate text were selected primary school second grade textbooks and student workbooks which was prepared by a private publisher approved by the Turkish Ministry of National Education. It is taught that dictate text level are appropriate for the students and the validity and reliability is high due to the selected from the textbook and workbook.
In the study, researchers have collected data on students' writing skills by working 12 hours with each student. The descriptive and the content analysis technique was used in order to analyze the collected data. Descriptive analyzes were used to determine the speed of writing; content analysis was used to find the level of legibility and compliance with the rules of spelling and punctuation.
As a result, we cannot say that these students, who began primary school in the age of 60 to 66 months and now attending the second class, were very unsuccesfull in writing speed and in conformity with spelling and punctuation. However, it can be said that they had difficulties in legibility subscale.

Keywords: Writing, Writing Speed, Legibility

EXAMINATION OF TURKISH TEACHERS' POLITICAL SKILLS IN TERMS OF VARIOUS VARIABLES

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Many academicians think that organizations are inherently political arenas. As educational organizations, schools can also be conceptualized as political arenas where administrators and teachers act politically. According to Pfeffer (1981), who first used the term 'political skill' political skill is needed to be successful in the organizations. According to Mintzberg (1983), political skill is 'to exercise of influence through persuasion, manipulation, and negotiation'. Studies on political skills of workers have been mostly conducted in private and public sector organizations. However, based on literature review we have concluded that there is a need for empirical study which will focus on the political skills of teachers working in public schools. Hence, the general aim of the present study is to examine the political skills of teachers who work for public schools in Ankara, Turkey. We specifically wondered whether the political skills of teachers working in elementary and middle schools differ according to some demographical variables, such as gender, age, duration of work, and being a member of a union. For this purpose, 250 teachers were participated voluntarily in the study. Participants were chosen randomly. To collect data, we used the 'Political Skills Inventory' which was developed by Ferris at al (2005). Data was firstly analyzed with descriptive technique including arithmetical mean, standard deviation, and percentage. To compare if there is significant differences between sub-groups, we used t-test, one-way analysis of variance (ANOVA) and LSD test. The results showed that participants use political skills in moderate level, and their opinions regarding with the political skills differs significantly based on gender, age, duration of work, and being a member of union.

Keywords: Political skills, educational organizations, teacher

INTELLECTUAL CAPITAL AND ACCOUNTING IN MERGES

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Merges, are one of the methods business had admitted often in recent years by gathering separately their expertise, assets and resources under one roof to increase competitiveness of enterprises, to accelerate growth and to survive.

Merges are achieved to take advantages of operating large scale, to reduce risks going to diversification, to increase incomes and competitiveness, to create more value by creating synergies, strategic benefits for reasons such as merger could go as knowledge and intangible assets to seize the business combination is achieved.

Merger and takeover strategy that does not appear in the balance sheet but form the basis of knowledge, experience, intellectual assets intellectual capital contains elements such as merger-known but important phenomenon which is difficult to be recorded.

In this study, apart from business combinations occurring in the financial statements as goodwill and intangible assets, which could be the intellectual capital are examined to what extent can reflect. Applied in full accordance with international accounting standards IFRS-3 Business Combinations and IAS 38 Intangible Assets-standard scopes are analyzed.

Keywords: Mergers, intellectual capital, reporting of intangible assets, goodwill.

Paper ID: 0225

A GROUNDED THEORY ESSAY: CITY COUNCILS IN TURKEY AND MEANING OF PARTCIPATION

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The present urban management which means a coalition of various groups implements the applications that encourage the participation of local people. In Turkey although there are various attempts to realize the participation of people like westerners, these attempts are being encountered by local walls. The mission of that study is instead of struggling with walls, to see the local style of public participation and to set a roadmap in order to determine our cultural potential. That mission requires to analyze the articles in the literature about city councils and then compare these with information which have been obtained from in-depth interviews with members of the council. In this study, about the role which has been given to council, function of activities, opportunities of city councils in the development of democracy, form of organization and about its relationship with the municipality have taken opinions from members of the city council.

Thoughts; after have been evaluated under that headings: 'objectives, activities, participation and organization' is seen that the meaning of participation has changed according to the region of city council. According to that fact can be seen that there are expectations from city council as to alive the culture of old neighborhood, to create the opportunities to socialize, to increase the level of social consciousness and knowledge.

While the prevalence of expression that says don't have political aims and focus on service is getting noticed, human potential, which is based on being volunteer, to put into service of municipality almost gives the impression of a non-governmental organization which is related to municipality.

Keywords: City Councils, participation, democracy, socialization, neighborhood culture, grounded theory

Paper ID: 0226

FASHION DESIGN EDUCATION IN TURKEY AND ITS CONTRIBUTION TO WORKFORCE

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As parallel to developing textile and manufactured clothing in Turkey, even though the educationin these fields have had a long history, design weighted education has a short history. Competitive environment which develop with globalisation concept brought into prominence the concept of design in production and design weighted education programs were needed in every areas as well as textile and fashion areas. Education opportunities in design field showed a rapid increase in 2000s and with this motion in Turkey today the number of public and private institutes which teach fashion design on the undergraduate and associate diploma level reached 45. In fashion design area higher education institutions which teach fashion design on undergraduate and associate diploma level have quota of about 3238 students every year. When we consider this number employment ratio and together with number of qualified workforce present a problem.

In constantly renewing and developing area while the quality of education has been the discussion topic, the joining ratio to workforce of constantly increasing design graduates has become important as well. In this study by analysing the data in the booklet of Tertiary Education Programs and Quotas which was published by OSYM (Centre for Student Selection and Placement) in 2013 was analysed in terms of qoutas of undergraduate and associate programs which teach fashion design education. At the same time in this study a situation assessment was performed by taking into account the qualified worforce who work in the firms like in the cities of İstanbul, Bursa, Denizli, Ankara, İzmir, Gaziantep, Adana and Uşak which were affiliated with TOBB (Union of Chambers and Commodity Exchanges of Turkey) in 2014 and it is aimed to emphasize the importance of the contribution to workforce of the individuals who underwent design education.

Keywords: Design, Education, Fashion, Workforce

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MIGRATION AND IDENTITY: TURKS IN BELGIUM

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BACKGROUND
The situation about the identities of migrants is naturally more complicated and there is a relationship between the identities of migrants and the social context where they are in. The identities of migrants are shaped by the environment around them, and individuals externalize their identities through various social channels (Orozco ve Garcia-Zanello, 2009: 59). PURPOSE The purpose of the study is to examine the perceptions of Belgian-Turks about their identity and their sense of belonging in the context of migration.
METHOD
The research was conducted as part of a doctorate project themed Social Communication Processes of Belgian-Turks. Mainly qualitative research techniques were used in the research. Living in Belgian cities of Brussels, Anvers, Gent and Heusden-Zolder, 53 people were interviewed and 424 people were surveyed. The researcher made a 9-month research visit to Belgium, conducted participatory observations, and took photos in the field. To analysis the data SPSS used. During the analysis of the research findings, observations and photo analysis also used.
RESULTS
According to the findings related with perception of identity and sense of belonging, the Belgian Turks within the scope of sample define themselves primarily and mostly as a "Turk." Another important finding is that they don't define themselves as "Belgian Turks". It's seen that defining himself/herself as a Turk is caused by the efforts aimed at protecting their culture and existing in Belgium with their own culture.

Keywords: Migration, identity, Belgium,

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A STUDY ON NEW MEDIA STUDIES IN TURKEY

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New media, traditional media all over the world as an alternative communication channels are becoming increasingly important. In the West the last thirty years in the field of communication sciences and intensity rapidly developing winning internet/and academic studies in the field of new media in Turkey, has gained momentum over the last twenty years. Web and internet technologies on work originally developed in the last decade often called "new media/social media/digital communications" under the name of work developed and gained importance. In parallel, at universities "New Media" is opened and the number of graduate and undergraduate programs are increasing.

Study will deal in Turkey in the last decade in the field of new media studies course will be scanned and a new academic developments in this area will be analyzed in qualitative studies. Our aim, cultural, political, economic, ethical, and so on. each discussed in the context of new media studies, discussed developments in this area according to the context and to evaluate and change is to shed light on.

Reflects developments and changes in the field of new media works have been published in this field of scientific books from the stands. Work to limit Turkey in the last ten years of scientific books published in the field of new media will be discussed. New media, social media, digital communications with keywords will be scanned books published in this field. In this study, in these books the topics discussed, new media, especially in the area which issues come forward and density gains of these issues in what context is and how discussed will be examined and assessed in Turkey in new media studies and developments in this area of an overview will be presented.

Keywords: New Media, Social Media, Digital Communications, New Media Studies, Turkey, Change/Transformation

THE NEED OF VALUE CENTERED SOCIOLOGY

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Sociology gradually undertakes more important social role in todays world. This reality arise from the position of social events that they are getting become diversify and change in time. Because of cultural, economicial and political conflicts societies reached more dynamic and unclear structure but they have to face the change.

When societies has been come under the dominition of global movement they have to slog to live the life according to their culture and preferences. The world which have commoditised suppress the values and cultural systems of people. When the media carry on unlogic and ideological messages to the people individual and social characteristics erodes.

In a such confusion and uncertaintity for to make functional social sciences it is necessary to set up them on basic values of cultures and present somethings to human being and society from their world and culture. While social sciences move with positivistic mentality since long times instead of to know and understand society it tried to think and put it into the moulds continuously. So they stayed into rote learning without seeing the role of humanistic values on the social sciences.

New world needs to determine the method of looking around spritual and social values which is neglected from social sciences up to now.

Keywords: Social change, Sociology, Concept, Imagination,Culture, Civilization, Value, Tradition

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IMPACT OF "MUSICAL MEANING" DIFFERENTIALS TO SOCIAL INEQUALITY IN THE FIELD OF MUSIC EDUCATION

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Musical meaning can be discussed on two different concepts such as inherited and delineated musical meanings. Inherited musical meaning is the consequence of determining factors and historical returns such as one's living environment, living conditions, economical status. In delineated musical meaning it is feeling through the symbols, images and ideologies appealing the one and particular to a social class and a group he or she wants to see as himself/herself and he or she wants to be. The most distinctive indicator of inherited musical meaning is being familiar to the heard music. And the most distinctive indicator of delineated musical meaning is that it belongs to a particular society. Images, behaviors, represented political view of listeners and performers of music genres show that delineated musical meaning is established out of the music. Classical music is primarily used in music education (note training, voice and instrument playing education) as "true" music and "serious" music. In this case students from middle class who has a higher opportunity to meet classical music out of the school are in an advantageous position. Different ideological approaches to the music education affirm Western Classical Music or see it inadequate. One of the recommendations on reducing inequalities that may occur on "musical meaning" is supporting musical environment which students will carry into the classroom instead of them to enter a classroom with pre – determined musical environment. This recommendation is based on multiculturalism. Even though in this respect it may encounter some criticism, still it is important with regards to clearing classical music status quo in musical education.

Keywords: Musical meanings, Socal inequalities, Music Education, Determined musical environment, Multi culturalism

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THE BLACK SEA ECONOMIC COOPERATION'S CONTRIBUTION TO THE FOREIGN TRADE OF THE MEMBER COUNTRIES

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The idea of Black Sea Economic Cooperation Organization (BSEC) was appeared in late of 1980's when the process of change accelerated in USSR and Eastern Europe.

BSEC is a product of the process of restructuring in political and economic areas which was developing parallel to the globalization approach in world. BSEC, is a regional economic cooperation which was created with the initiatives of Turkey.

BSEC covers a geography encompassing the territories of the Black Sea littoral States, the Balkans and the Caucasus with an area of nearly 20 million square kilometers. BSEC region is located on two continents and it represents a region of some 350 million people with a foreign trade capacity of over USD 300 billion annually.

On 25 June 1992, the Heads of State and Government of eleven countries, Albania, Armenia, Azerbaijan, Bulgaria, Georgia, Greece, Moldova, Romania, Russia, Turkey and Ukraine, signed in Istanbul the Summit Declaration and the Bosphorus Statement giving birth to the Black Sea Economic Cooperation (BSEC).

It came into existence as a unique and promising model of multilateral political and economic initiative aimed at fostering interaction and harmony among the Member States, as well as to ensure peace, stability and prosperity encouraging friendly and good-neighbourly relations in the Black Sea region.

Keywords: Foreign trade, regional economic cooperations, globalization approach

Paper ID: 0233

THE EFFECTS OF AUTHENTIC LEADERSHIP FEATURES ON THE CRISIS PREPAREDNESS LEVELS
OF ORGANIZATIONS: A CASE OF ERDEMLI

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Crisis term can simply be defined as a situation that is not possible to maintain for organizations. The only possible way to deal with crisis leads the researchers to the preparedness term which is a fundamental step for any kind of organization. Businesses especially located in small districts such as Erdemli need to adapt more modern management methods so that growing demand and trends in the light of more productive and profitable structures make these units vulnerable. Also, preparedness for a possible crisis and responses to undesired matters reflect the management capabilities of organizations. Authentic leadership depends on the honest relationships in organizations and crises preparedness is thought to be related with authentic leadership because the term authentic leadership stands for the positive aspects for the threads. Moreover, ethical basis and moral perspective of authentic leaders have the possibility of preventing possible crisis in any kind of organizations. This quantitative study focuses on the effects of authentic leadership features on crisis preparedness. Data were collected through a survey form and analyzed via SPSS 20. Participants were chosen as the workers of the businesses located in Erdemli which is a district of Mersin province and related businesses were determined through an updated list taken from Erdemli Chamber of Commerce and Industry. In order to collect required data, authentic leadership scale of Walumbwa et al. (2008) and crisis management scale of Carmeli et al. (2008) were adapted to the data collection tool. During the research process, all of the ethical considerations were observed and the aims of the study and data collection were explained to the participants.

Keywords: Authentic Leadership, Crisis Preperadness, Crisis Management

Paper ID: 0234

RELATIONSHIP BETWEEN SOCIAL CAPITAL AND WORD OF MOUTH MARKETING IN NETWORK SOCIETY: THE CASE OF SILIFKE VOCATIONAL SCHOOL

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Social capital term which depends on interpersonal relations is related with not only organizations but also the customers. Unlike physical capital, the term might be associated with the degree of ownership and thus it should be examined in terms of the marketing strategies in network society. Nowadays, thanks to the mass madia which is evolving with rapidly changing technology; word of marketing strategy is used as a competitive tool in order to affect the decision of purchasing. The data were obtained from the students of Silifke Vocational School. And the aim of this study is to analyze the relationshipbetween social capital and word of mouth marketing within social media. Due to the lack of studies dealing with this relationhip, this study is thought to have a contribution to the related literature. In this study, the social capital scale of Allik and Reano (2004); Western et al. (2005) and Choi and Scott's (2012) word of mouth scale which is about the knowledge sharing and word of mouth communication in network society has been used. The data have been collected through survey forms and analyzed via statistical softwares.

Keywords: Social Capital, Word of Mouth Marketing, Communication

THE NEW FORMS OF HUMILIATION IN THE CONTEMPORARY SOCIETY: A
CONCEPTUALIZATION AND TYPOLOGY

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Historically, humiliation has been present in our society ever since. Several terms are used to mention this phenomenon: we talk about humiliation but also mobbing, bullying, intimidation and harassment. All these interactions refer to the degradation of a person in a process of subjugation that damages or destroys pride, honor or dignity. Humiliation corresponds to a specific situation in which an individual or a group is faced with an unequal relation with someone who exercises control and the other person who is subject to this control.

Nowadays, this behaviour seems to have become more notable, particularly on the Internet where there is no authority to regulate interactions. The term "cyberhumiliation" is henceforth used in the contemporary society.

Though it has facilitated communication, access to information and has made it possible to store a large quantity of data, the main innovation of the Internet has been, in ordinary life as in the media, "seeing, hearing and showing everything: as new technologies emerge, ways of viewing and behaving are revised, especially through screens.

But sometimes visibility can be a trap: in attempting to be a part of the virtual world, individuals expose themselves to others by sharing videos or pictures and this behavior can lead to potential sources of humiliation.

This paper investigates the differences between regular humiliation and its most recent form, namely the cyberhumiliation. The characteristics of both will be discussed in order to understand what changes in contemporary behaviors lead to these differences. Moreover, a typology will be suggested to outline the different forms of cyberhumiliation in the present society.

Keywords: Humiliation, interaction, mobbying, gaze

AN OVERALL EVALUATION OF THE ORGANIZATIONAL CITIZENSHIP BEHAVIOURS STUDIES IN TURKEY: THE STATE OF AFFAIRS IN THE LAST DECADE

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In today's modern, or rather post-modern world, educational organizations face many challenges that affect all aspects of education from schools' organizational structure to curricula. Effectiveness of schools has increasingly been questioned by all stake holders. Many scholarly approaches in this context borrow from the concepts of business administration, like studies adapting Organizational Citizenship Behaviours (OCBs) into educational organizations. In recent years, studies on OCBs have dramatically increased especially in the field of educational sciences. These studies reflect the mainstream tendencies related to OCBs, however, as Yaylacı (2012) stressed, there is a strong need for a new OCBs conceptualization better suited to educational organizations. An overall evaluation of education-related OCBs studies with a holistic approach would be highly fruitful to meet this need. Prompted by such a motive, the purpose of this study is to make a general evaluation on the course of OCBs studies focusing on education in Turkey in the last decade from 2004 to 2014. This study was designed as a qualitative research. Data were collected through document analysis, and were analyzed in light of the questions about conceptualization of OCBs, aim, method, sample, results, suggestions etc. According to findings of the study it is seen that quantitative studies predominate the field and studies reflect mainstream trends in the context of conceptualization of OCBs. Studies focuse on the relation between OCBs and some constructs like organizational justice, commitment, organizational performance, organizational trust. However, it is hardly possible to run into a study aiming to come up with a theoretical approach to OCBs particularly in the context of educational organizations rather than copying concepts and approaches developed for business organizations.

Keywords: Organizational Citizenship Behaviours, Organizational Effectiveness, Extra-role behavior

GEOGRAPHICAL FEATURES AND GEOPOLITICAL IMPORTANCE OF BOSPORUS AND
DARDANELLES

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Bosporus and Dardanelles are located within the borders of Turkey and form the border between
Asia and Europe. Length of Bosporus; which connects Sea of Marmara and Black Sea, is about 30
km. With a variable width, the narrowest location is between Anadoluhisarı and Rumelihisarı
measuring 698 m. As Bosporus is located in the middle of İstanbul city (Population: 14 million), it
has a peculiar importance too.

Dardanelles lengthens 60 km so becomes twice the size of Bosporus and the narrowest point
lengthens 1300 m. This point is where Çanakkale city is in the south and Kilitbahir town in the
north. The largest part lengthens 7 km. West side is formed by Gallipoli peninsula and east coast
is formed by Biga peninsula.

These straits are not only important for Turkey because they connect Mediterranean Sea with
Black Sea, but also important for countries neighboring Black Sea (Russia, Ukraine, Romania,
Bulgaria, Georgia). High population and developed economies of Black Sea countries have
increased the significance of straits day by day for these countries maintain their trading
connections via the straits, majorly.

Bosporus is the second strait in the world; after Strait of Malacca, in terms of ship traffic.
Approximately 92 thousand ships passed through Bosporus in 2012 in which 57% of them were
transit whereas 43% stopped by Turkish harbors.

Among Turkish world (Turkey, Kazakhstan, Kyrgyzstan, Uzbekistan, Azerbaijani, Turkmenistan),
only Turkey has coasts. For this reason, these straits have importance for both Turkey and
Turkish world.

Keywords: Bosporus, Dardanelles, Geopolitics, Geography

A STUDY IN TOPONYMIC PERSPECTIVE (ERZURUM PROVINCE AS AN EXAMPLE)

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Studies about names of settlements are important in point of history, sociocultural and socioeconomic structure, and geography of there. Villages in Erzurum get their names from several features such as tribes, congregations, families, and ancestries. These names are especially important as they give knowledge about population movements and recent past of settlement. Naming villages; which are affected by physical-geography factors, demonstrates the communication between human and place. Human and economic geography factors, which are developed from the humans and their acts, name settlements since these; too, have significance on the human and economic features of a settlement. The role of settlement names in knowing and introducing the geography, history, and general characteristics of a place is quite big. In fact, we can talk about their literary and humorous ways as well.

Majority of the settlement names are related to geographical environment and human. In studies of settlement geographies, from where the settlement names come and what they mean are searched by virtue of toponymy. Concept of "settlement name" is the definition of toponymy in Greek (topos: place; onomia: name) and means geographical name. Toponymy; a branch of onomastics, deals with locations of settlements or names of any physical structure by their different features (meaning, formation, origin, and distribution).

In this study, effects of geographical factors on villages in Erzurum province will be discussed further.

Keywords: Toponymy, Geography, Erzurum

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TEACHER PERCEPTIONS ON EDUCATIONAL AIMS OF PRIMARY SCHOOLS: A QUALITATIVE STUDY IN TURKEY

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The purpose of the study is to discuss the educational aims of primary schools, to evaluate the perceptions of primary school teachers on the conceptual structures that influence their learning products such as self-esteem, learner autonomy, responsibility and socialization and to investigate the reflections of these perceptions on their educational practices. This study is part of an international research project named as ISEP-CI (Instruction and Socialization among Primary School Teachers: An International Comparison), which is funded by SSHRC (Social Sciences and Humanities Research Council-Canada) and Anadolu University Scientific Research Project Unit. The research project is carried out with participation of 7 different countries (Belgium, Canada, Chile, France, Mexico, Romania and Turkey). This study constitutes the Turkey section of the international project, which has been designed on the grounds of common aims but conducted independently. The research was designed in descriptive survey model and both qualitative and quantitative data were collected and analyzed. In this study, qualitative part of the research is going to be presented. At this part, individual and focus group interviews were conducted with primary school teachers in Eskisehir, which is a province of Turkey. After analyzing interviews' results, the educational functions of schools were debated according to primary school teachers' perceptions and suggestions were developed for schools of 21. Century.

Keywords: Educational aims, primary school teachers, socialization, instruction, qualification

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A NEW PERSPECTIVE ON MEMORY STUDIES: ANALYSING TURKISH WIKIPEDIA AS A PLACE OF COLLECTIVE MEMORY

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As an academic field, memory studies have almost a century history since Maurice Halbwachs first coined the term "collective memory" in 1925, but the subject of collective and cultural memory has received a great deal of academic attention over the past two decades. Collective memory in which communal identity is rooted is accompanied by media, that is to say, memory is unthinkable without media which enhances, corrupts, extends or replaces memory. Shortly, media invariably and inherently shape our memories. In this sense, in the twenty-first century, memory studies has turned much of its focus to media, especially in recent years, to the digital media.

When considering on the relationship media and memory, the concept of "communicative memory" which was introduced by Jan Assmann (2008) in order to delineate the differance between Halbwachs's concept of "collective memory" and "cultural memory" should be taken into account. Communicative memory lives in everyday interaction and communication between individuals and groups. By virtue of its interactive nature, it can be applied to understand user-oriented new media. In this context, Wikipedia, online encyclopedia, has been analysed recently by some scholars (Pentzold, 2009; Ferron, 2011) as a global memory place and as a platform for dynamic transition between communicative and cultural memory.

In the light of these theoretical approaches and new studies, this paper will focus on the relationship between memory and digital media. And then, it will deal with Turkish Wikipiedia (Vikipedi) as an example of a mediated memory place in the digital age. As a case study, representation of the articles in Vikipedi on social events in Turkish recent history such as the 6-7 September Events, 25-16 June Events, and 2013 Gezi Park Events will be examined. Moreover, by analysing discussion forums of users which are accompanied by every article, formation processes of these articles in Vikipedi will be evaluated as an example of communicative memory.

Keywords: Mediated memory, Digital media, Turkish Wikipedia, Representation, Social events in Turkey

THE TENSION BETWEEN HUMAN SCIENCE AND POSITIVISM

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When looking back, a tension between social sciences and natural sciences is seen. If it is to be named, it is the idea that social sciences are in the guidance of natural sciences and that social sciences are in the second place in the framework of scientific enterprise.

In the center of the dispute, there is the positivist tradition of science which posits what should be the subject and what of the science in an oppressive attitude. This tradition starts with Bacon and Comte and continues with Ayer and Carnap, who are the representatives of logical positivism. The tradition of positivist science considers science possible only as a natural science. This approach insists that all scientific activity should be processed with the methods of natural sciences.

Even though the first reaction (following Ibni Haldun and Vico) to positivist approach which takes the science as the same with natural sciences, was given by German History School, Dilthey takes this step as inadequate and says that German History School heads towards metaphysics. The point of basic objection Dilthey makes is Comte's positivism's method of reaching "laws" by generalizations by using experimental data. He has no objection to the method itself. But he is against the idea that this method can apply to the historical-social structure; because the human history is full of vicissitudes. The reality of natural sciences and human sciences is different. It is obvious that being historical-social points directly to "uniqueness", and for this reason cannot be forced to generalizations. Dilthey in his work "Introduction to Tinsel Sciences" tries to show that the historical-social reality should be evaluated by a separate scientific method. He mainly suggests that a human should be taken in his/her wholeness of life. "Life" makes itself understandable in written texts. Humans have their unique language, religion, norms and values. The meaning of "life" is grounded over these concepts.

In the epistemological approach of natural sciences the relation of sensuousness and mindness (just reason) is enough, however Dilthey emphasizes the importance of "understanding" by giving place to the concepts such as intuition, empathy, sympathy. Humans have been querying about the meaning of life, the truth since they began to philosophize. On the other hand, when considering logical positivism in which non-factual statements such as statements of art, ethics and theology, it seems inevitable to remember Dilthey again. Because humans make life meaningful by their historical-social dimension.

Keywords: Positivism, Natural Science, Dilthey, Understandıng, Social Science

DOES BEING IN A DIFFERENT BULLY STATUS MAKE A DIFFERENCE REGARDING EMPATHY AND LIFE SATISFACTION?

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Introduction: Bullying at schools has been a world-wide phenomenon and gaining greater attention of the researchers in education and psychology since the first studies of Dan Olweus. When it comes to bullying at school, individuals mostly students are classified as the bully, victim, bully/victim and bystander. As reported in several studies, bullying is related to some psychological and social variables. Empathy is one of them. Some studies indicated that bullies have low level of empathic tendency comparing to other students with different bully status. Victimized students either as victim or bully-victim may have considerable amount of psychosocial problems. Life-satisfaction of victimized students especially in social and personal domain may deteriorate due to victimization.

Aim: The purpose of the current study is to examine the relationships amongst bully status, empathy and life satisfaction in early adolescents in Turkey.

Method: The sample of the study was consisted of 277 elementary school students. Of the participants, 126 of them were girls (45.7%), and 151 of them were boys (54.3%). Bully status of the participants were determined by Peer Bullying Questionnaire (Pişkin, 2002) classifying bully status into four groups: Bully, victim, bully/victim, and bystander. KA-Sİ Empathic Tendency Scale Adolescent Form developed by Kaya and Siyez (2010) was used to measure empathic tendency of the participants. Life satisfaction of the participants were assessed by Turkish version of Brief Multidimensional Students' Life Satisfaction Scale adapted to Turkish by Kaya and Siyez (2008).

Findings: According to the findings, victimized students had higher level of empathic tendency than bullies and bully/victims on two components of empathy, namely emotional, and cognitive, and overall empathy scores. In terms of life satisfaction, bully/victims were the most disadvantageous group. They had the lowest scores on each domain of life satisfaction comparing to victims and bullies.

Keywords: Bullying, empathic tendency, life satifaction, early adolescence

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COMPARISON OF SECONDARY EDUCATION PISA RESULTS IN EUROPEAN MEMBER STATES AND TURKEY

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It is inevitable for Turkey to be ready in a social and economical way for accelerated transition from EU candidacy to membership. This transition process is dominated by educational quality and resources allocated to improving education which would extensively affect many other fields ranging from health to economy. Identifying the positions of and disparities between candidate countries like Turkey and EU member states in terms of education and drawing a road map in the light of acquired results will accelerate Turkey's process of harmonization with the EU.
To this end, based on the causal relationship between the inputs and outputs of education provided for the 15 years-old student group in Turkey and EU revealed the differences and solutions as a result of implementing data envelopment analysis of relative efficiency comparison.

Keywords: Education efficiency, Data Envelopment Analysis, European Union

SPECIFYING FACTORS AFFECTING WILLINGNESS of TEACHERS FOR BEING SCHOOL ADMINISTRATORS

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School administrators are assigned as a manager or an assistant manager via the criterion among the teachers' having manager selection exam applied by Ministry of National Education. People, in charge of managing an education foundation and having required proficiency, ensure these foundations to be managed succesfully and to have a succesful education and training process. However; too much responsibility on the shoulders of administrators sometimes cause teachers to have negative attitude towards concept of managing. Also in some cases teachers' assuming that passing the mastership position is a breakpoint, by the reason of problems caused by teaching profession induce deviations in reaching intended targets in education and training process. Identifying clearly the reasons, uderlying the willingness for taking parts in chancellery of schools, may help precise people who can play important parts in getting education foundations to have an acceptable school culture by all the workers in the future, to take on tasks. In this context, our research aims to determine factors affecting the willingness for mastership position of teachers who are working in primary schools bound to Ministry of National Education. In the study descriptive research technique is used in, factors for teachers' being willing and unwilling to be an administrator are acquired by structured interview form prepared by researchers. Content analysis method will be used in analysing the data acquired in interviewing with teachers. The answers for each question given by teachers will be examined in seperated categories and will be announced in evidence part in a table of percentage and frequency. After that conclusion and proposals related to evidences acquired by analysing of data will be ranged.

Keywords: School administrators, teacher

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THE SITUATION OF TURKEY AND THE RUSSIAN FEDERATION IN THE GLOBAL EMPLOYMENT TRENDS REPORTS

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Global employment trends reports, which are prepared by the International Labor Organisation, identify the trends related to various variables on the World labor markets. In these reports countries are analyzed by specific regional classification. CSEE & CIS region accomodates Albania, Bosnia Herzigova, Croatia, Montenegro, Serbia, Macedonia, Turkey, Armenia, Azerbaijan, Georgia, Belarus, Kazakhstan, Kyrgyzstan, Tajikistan, Russian Federation, Turkey, Ukraine, Turkmenistan, Uzbekistan. The purpose of this study is to identify the trends on labor market variables and introduce the similarities in line with the global employment trends reports in Turkey and the Russian Federation that countries have economic strenght in the CSEE & CIS region, The study focuses on the reports between 2010 and 2014. The reason of the limitation is that the Global Employment Trends reports before 2010 did not have spesific assessment about Turkey and the Russian Federation. The importance of this study is that it evaluates the spread of 2008 global finance crises from EU and USA to CSEE&CIS affect some of variables such as economic growth, employment, unemployment, youth unemployment, informality, migration, vulnurable employment and income distribution of Turkey and the Russian Federation. The methodology of this study is a review of global employment trends reports. As a result, according to the global employment trends reports there are some similarities between Turkey and Russian Federation's labor market variables trends beside this there are some differences. Despite the negative affects on labor market varieables in these two countries after the global finance crises, recently these countries have been recovering steadily.

Keywords: Global Employment Trends, Russian Federation, Turkey

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TRADE UNION FREEDOM AND RESTRICTIONS ON TRADE UNION RIGHTS OF CIVIL SERVANTS IN TURKEY

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Trade union rights are inherent rights in a democratic society. Not only the workers, but also civil servants have these rights. These rights are recognised internationally as human rights. For example, the right to join and the right to form trade unions are protected by Article 11 of European Convention on Human Rights, within the right to freedom of association. As a contracting state, Turkey is bound by the provisions of this Convention. Although trade union rights of civil servants are constitutional rights in Turkey and are protected by international conventions, in some circumstances, government restricts the trade-union freedom of civil servants. For example, forming and joining trade unions have been prohibited for some groups of civil servants (i.e. polices, armed forces, judges, public prosecutors, rectors, deans) by the Civil Servants' Trade Unions and Collective Bargaining Act (Law no.4688). On the other hand, in Turkey, sometimes disciplinary action is taken against civil servants who exercise their legitimate right to take part in actions aimed at defending the trade-union members' interests. Do such approaches of the government infringe trade-union freedom? May trade union rights be restricted by an act? If the answer is yes, what should be the limits of these restrictions? May some groups of civil servants be prohibited from exercising these rights according to international law? Are these restrictions contrary to equality principle? All these issues will be discussed in the presentation.

Keywords: trade union freedom, civil servants, human rights, freedom of association

THE NEW DEVELOPMENTS ABOUT CONSUMER PROTECTION IN TURKISH LAW

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Before the mid-twentieth century, consumers had limited rights with regard to their interaction with products and commercial producers. Consumers had limited ground on which to defend themselves against faulty or defective products, or against misleading or deceptive advertising methods. But in recent years, consumer health and protection is one of the most prevalent issues being talked around the world.

The Law on Consumer Protection, dated 23.02.1995 and numbered 4077, was the first specific law to include provisions aimed at the protection of consumers in Turkish Law. The Law on Consumer Protection was updated through amendments made in the year 2003. After that, in order to establish coherence between the Turkish and EU legislations and to harmonize the Turkish Law of Obligations and the Turkish Commercial Law, which entered into force in 2012, the need to examine the main legislation related to consumer rights was raised, and as a consequence Law No. 6052, published in the Official Gazette dated 28.11.2013, has emerged. It will enter into force on 28 May 2014.

In this study, we will evaluate before mentioned legal regulations.

Keywords: Consumer, Consumer Protection, Consumer Rights

THE NEEDS OF THE VICTIMS OF HUMAN TRAFFICKING THAT ARE NOT SUPPLIED

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The problem human trafficking is a global issue and the problem could appear at national and international level. Human trafficking is the third most generating revenue to criminal organizations after smuggling of arms and narcotics smuggling.

Differences in Development between countries and, unfair usage of resource and incomes, deepen poverty in many countries. People who can't handle these problems want to migrate to live under better conditions.

The big amount of the victim of human trafficking is carried from origin country to target country and the exploitation occurs at the target country. After the exploitation phase, when the victims are saved, the most of the victim of human trafficking want to return to their origin countries, families and districts. However, the most of the victim of human trafficking are poor, uneducated, not connected relationships among family members. The most important impact is that the person who engage the victim is likely to be at the victim's origin country, region, districts…etc

Until 2009 the family counselors association have given services to 33 victim of human trafficking in our shelter. According to our experiences, the identified victims from the target countries are supported and strengthened but after they turn back to their own countries, the main problem of them has been continue and also there are very important safety issues.

In the present study, we will mention in detail the problems and needs of the victims and also the things that should be done will be discussed at the national level.

Keywords: Irregular migration, Human Trafficking, Despair, Reality,Victim

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TURKEY'S LEGAL JURISDICTION OVER FOREIGN VESSELS DIRECT PASSING THROUGH TURKISH STRAITS

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The legal status of the Turkish Straits has been regulated by The Montreux Straits Convention signed on July 20, 1936. The Convention aimed balanced between the Turkey's security and the direct passage right of the foreign vessels.

According to the Article 2 of the Montreux Straits Convention, "in time of peace, merchant vessels shall enjoy complete freedom of transit and navigation in the straits" except the ones that have plague, cholera, yellow fever exanthematic typhus or smallpox. The passing of the war ships was schematized in detail during peace or war status of the Turkey.

In the context of Turkey's legal jurisdiction on the foreign vessels pass-through Turkish Straits. Thus, it will take the lead to the legal or academic studies for a possible see a solution the problem in practice.

Keywords: Legal status of the Turkish Straits, Montreux Straits Convention, Legal Jurisdiction Over Foreign Vessels

A NEW APPROACH FOR LEARNING: INTERACTIVE DIRECT TEACHING BASED CONSTRUCTIVIST LEARNING (IDTBCL)

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Teaching or instructional procedures is generally categorized as two main models, student-led and teacher-led. A world-wide formal teaching practice related with courses is almost entirely a teacher-led one. Therefore, main problem to be addressed is what will be learners' position in teacher-led applications in terms of mental arrangement and the realization of meaningful learning. On the other hands, a real constructivist change in terms of learning requires a more comprehensive change beyond the grasp of understanding. For this, it is tried to propose a novel model that depends on rearrangement of interactive direct teaching approach or effective instruction on the basis of the constructivist learning In this model named as Interactive Direct Teaching Based on Constructivist Learning (IDTBCL), learning is evaluated as a mental transition or an oriented change from understanding (two dimensions) to conceptualization or conception (three dimensions). The model that focused onto formation of a conceptual construction is based on the following basic assumptions:
• It should be searched learner' cognitive and awareness level about subject to be taught
• Interaction between instructor and learners should be consistently stimulated
• Conceptualization requires using of inductive and deductive processes by both instructor and learner.
• Conceptualization requires using of inductive and deductive processes by both instructor and learner.
• Conceptualization success depends on the depth of instructional content instead of its superficiality.
• Learners should be periodically incorporated to instruction with some activities outside the classroom.
In the light of these assumptions, the mental transition that will be performed by the learner with the moderation of the instructor in the instructional practice consists of the stages such as providing learner's awareness about the present concepts and the related concepts, the creation of a broad mental space containing a multi- conceptual parts, orientation of a new material with present materials through the continuous contextual communication and unification, respectively.
At this approach, it was instructed the laws of thermodynamics for designing of the activities and the interaction between the instructor and learners. Accordingly, it can be said that the knowledge construction process needs energy in terms of both the instructor and the learner. On the other hand, the natural direction of learner's mental activity towards to the chaos or the increased entropy; however the programmed mental change in the instruction aims the ordered construction or a hierarchical organization. In this study, participants are twenty five students whose are attending at Department of Chemistry Education at Ataturk University, in Erzurum, Turkey. Pretest-posttest with no control group, which is a pre-experimental research design, was applied for determining the effectiveness in practice of the model proposed. In Physical Chemistry course the interactive direct instruction based on constructivist was conducted during one term. Before applications, a conceptual questionnaire which contains 10 multiply-choose questions was administrated to this group as a pre-test. According to pretest results, there was no difference in group in terms of conceptual achievement. Although, after applications it was observed that there is a significant positive difference between pre-test and post-test results. This can be attributed to success of the model in terms of the conceptualization and the creation of three- dimensional mental space of the knowledge.

Keywords: Direct teaching, constructivist learning, physical chemistry, teaching model

A DESIGN IMPLEMENTATION FOR CONSTRUCTIVIST LEARNING BASED INTERACTIVE DIRECT TEACHING: AN EXPERIMENTAL APPROACH

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In Interactive Direct Teaching Based on Constructivist Learning (IDTBCL), learning is evaluated as an oriented change or a mental passing from comprehending to understanding. Accordingly, this approach focuses upon the conceptual structure and uses the laws of thermodynamics in order to organize the interaction and activities between the teachers and students. According to this, it can be said that the energy is needed by the teachers and students during the process of constructing the information. The natural direction of students' mental activity is towards the increasing entropy or complexity. This instruction, however, aims a hierarchical organization and a programmed mental change. The decrease at organization disorders and entropy requires the need for energy as a reality supported by the second law of thermodynamics. The required source of energy for the permanence of the process is the positive attitudes of the teachers in mutual interactions.

The mental transition which will be actualized through the teaching activities in lesson practice of this approach includes creating the awareness of students related to the current concepts, creating a broad mental space including multiple conceptual parts, providing the adaptation of the new information to the previous knowledge through constant contextual communication, and harmonization.

Misconceptions on Boiling and Evaporation are frequently encountered. For that reason, aforementioned concepts are chosen as reference for the design implementation. In this study, fifty students studying at a state high school in province of Erzurum were chosen as the sample group. Half of the participants were determined as the control group and the rest as the experimental group. The implementation was performed as a quasi-experimental research design practice in the form of a control group pre-test post-test. The same teacher had a lesson in the control (traditional) group through a traditional (behaviorist) approach and direct expression dominantly, and in the experimental group through constructivist learning based direct interactive teaching approach (IDTBCL) for two weeks.

A conceptual success test was administrated to the groups before the implementations as the pre-test. According to the results of pre-test, no significant difference between the groups was observed in terms of the conceptual success. After the teaching was accomplished by the same teacher in both groups, a significant difference was determined between the groups according to the post-test results and this difference was associated with the teacher's sense of learning. The significant positive change determined in the experimental group can be based upon the positive attitude of the student towards creating a three dimensional mental information space on boiling and evaporation concepts.

Keywords: Constructivist learning, direct teaching, Interactive direct teaching, Interactive Direct Teaching Based on Constructivist Learning (IDTBCL).

ONLINE WORD OF MOUTH VERSUS PERSONAL WORD OF MOUTH: AN APPLICATIN ON SMART PHONE USERS

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According to the Word of mouth (WOM) literature, customers are affected by WOM with their purchase decisions. Nowadays, especially with the increase of social media usage, online WOM has increasingly become important as much as personal WOM. The authors conducted this study to compare online WOM with personal WOM.

The purpose of this paper is to examine the effect of online WOM and personal WOM on smart phone purchase desicions. The authors also examine the differences between online WOM and personal WOM from the aspect of message source credibility.

The authors test three main hypotesis using data collected from 391 smart phone owners via questionnaires.

With regard to the relative impact of personal WOM and online WOM on smart phone buying desicions, the results indicate that there is a significant difference between personal WOM and online WOM. Message source credibility varies according to online and personal WOM. The results indicate that there is significant difference with regard to 5 message source credibility dimensions . Expertness dimension could not be found significantly different between the groups of online WOM and personal WOM.

In addition gender was found to be a determining factor of online and personal WOM. The results indicate that online WOM is more effective for men than women. But in general, it was concluded that WOM is more effective for women than it is for men.

Keywords: Word of mouth, smart phones, marketing

TRANSPARENCY VISIONS OF METROPOLITAN MUNICIPALITIES

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Strategic planning is a practice which, recently, is becoming increasingly popular in Turkish public administration. Within the context of strategic planning, situation analyses of the corporations are performed and their future visions, projects, performance monitoring and evaluation criteria, and forecast budgets are established. The government promotes strategic planning for reasons such as effective and efficient management of public resources, constitution of transparency and accountability in administration, and improvement of public service quality. Strategic planning is a statutory obligation for all corporations and foundations that meet certain criteria. Municipalities are among the corporations required to work out and follow a strategic plan. Municipalities with populations over 50,000 need to work out their strategic plans following the general local elections. Most of the municipalities work out their five-year strategic plan and make up their annual performance programs and budgets accordingly. Strategic plans with strategies, goals, and a strategic vision function as a guide in municipal administrators' decisions and practices. The purpose of this work is to study the effects of modern administration techniques transparency and accountability visions of metropolitan municipalities. The study covers 16 metropolitan municipalities in Turkey and the visions, missions, strategic aims and administrative values that appear in the strategic plans of these municipalities are analyzed using scientific methods.

Keywords: Metropolitan Municipality, Strategic Plan, Transparency, Accountability

Paper ID: 0264

RICOEUR'S VIEW AS A NEW METHOD FOR THE HUMAN SCIENCE

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Through the last century, apart from the methods of human sciences, a search for a method over a scientific understanding entreating human has been emerged. Within this search, as many thinkers do, Ricoeur has attempted to find a hermeneutic method that objectify the text. Ricoeur's hermeneneutics becomes a theory of text, which takes as its starting point, but ultimately comes to see the world as textual. In this context, human existence is expressed through discourse. The task of his hermeneutic is to discover meaning and the goal of his hermeneutics is understanding. From Ricoeur's perspective understanding anyone is to understand himself face to face with texts. Ricoeur has studied to set a new procedural path for human sciences by developing a thought in which each human act can be read as a text. In this study, we attempt to show that Ricoeur's hermeneutics which is related with his concept of text and objective meaning, is a new method for human sciences. According this point of view, we will try to review Ricoeur's different dialectical stage which function in the text for understanding other persons acts as a text.

Keywords: Hermeneutic, Ricoeur, Concept of text, Method

Paper ID: 0268

FADIL SULEJMANI THE FIRST RECTOR OF THE STATE UNIVERSITY OF TETOVA THE HARDSHIP IN FOUNDING THE TERTIARY EDUCATION IN MACEDONIA

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The basic objective of this research paper is a comprehensive overview of a life stream dedicated to the endless benefit of generations of youth such as education. It is a comprehensive overview of a life devoted to raise the national awareness in the Albanian-inhabited areas as well as all the difficulties encountered, the obstacles faced by autocratic government, the mental and physical force and the superhuman labor needed in this long journey to be reached what at first sight seemed unattainable. Fadil Sulejmani's vision was to establish tertiary education in Republic of Macedonia, a must which was not guaranteed by the constitution of the state itself. This "giant of Fadil Sulejmani among the dwarfs" represents a picture of a life that should serve to all of us as an example where the strength of self-sacrifice and the power of a good reason is leading and guiding the prosperity and progress of humanity. The lasting dream of establishing tertiary education became a reality in 1994 but for a long period of time was objected by the government of Republic of Macedonia. Fadil Sulejmani became The First Rector of this magnificent outlaw project. His future vision was considered as an idiosyncratic view. So, in other words, a life where a human being rises above his selfish nature and all its energy is spent to become useful for well-being of the youth. The used methods are; narrative, descriptive and interview.

Keywords: unattainable, youth, establish, University, awareness, superhuman

Paper ID: 0269

INVESTIGATING THE RELATIONSHIP BETWEEN THE LEVEL OF INTERNET ADDICTION OF UNIVERSITY STUDENTS WITH SOME VARIABLES

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Aim of this study is to determine the reasons why university students use internet, and what are the levels of internet addiction rate, and to detect the relationships between certain demographic variables and internet addiction. Sample group of the study was composed of participants who receive education in Primary Math Education Department and Primary Education Department at Pamukkale University. Turkish version of Internet Addiction Scale by Bayraktar (2001) was used to determine students' levels of internet addiction. In addition, a personal evaluation form was used in order to detect participants' demographic features. Data were analyzed through SPSS 16 program. ANOVA, correlation, and basic statistical calculations were used in the study. Results of the study will be discussed in the congress.

Keywords: Internet Addiction, University Students, Technology

Paper ID: 0271

NEW TRENDS IN INTERNATIONAL SUSTAINABLE TOURISM

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In the twenty-first century, economic , political, legal and social aspects has experienced a great transformation . With the development of information technologies and transportation services ; individuals, society and the interaction between countries has intensified. Individuals ' lifestyles , tastes and habits , values and cultural activities varies with the global interaction . This interaction international tourism activities were also differentiate by providing a supranational dimension . In today's economy , worldwide international tourism industry plays an active role . The tourism industry , increasing income level of individuals , welfare level and parallel to the changing philosophy of life, an important source of income for the country to be the remains. Therefore, to examine new trends in international tourism is important . The main purpose of this study new trends in international tourism ; individuals , suppliers, tourist destinations and activities is to examine.

Keywords: International Tourism, Tourism Marketing, Sustainable Tourism

INVESTIGATION OF PRE-SERVICE TEACHERS' MOBILE LEARNING READINESS AND ACCEPTANCE LEVELS

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Developments in information technologies have increased the use of mobile devices in the educational environments. The purpose of this study is to investigate mobile learning readiness level and mobile learning acceptance level of pre-service teachers in Faculty of Education in one of the public university in Ankara, Turkey with respect to Unified Theory of Acceptance Model. Sequential explanatory mixed method research design was employed. Quantitative data for study were collected from 561 undergraduate students from seven different departments: Physics Education, Chemistry Education, Foreign Languages Education, Elementary Mathematics Education, Early Childhood Education and Elementary Science Education and Computer Education and Instructional Technology during 2012-2013 academic year - spring semester. Qualitative Data for the study was collected from 14 undergraduate students from seven different departments. In this study, three main instruments were used to collect the data namely mobile learning readiness questionnaire and mobile learning acceptance questionnaire in the quantitative phase and an interview guide in the qualitative phase. The result of the study indicated that pre-service teachers' mobile learning acceptance levels and mobile learning readiness levels were at average level. This means that they were eager to use mobile learning and mobile devices. Although most of the students prefer to use mobile learning instead of conventional learning, they perceived that infrastructure of the university and the faculty members were not ready to use mobile learning and mobile devices.

Keywords: Mobile learning, Mobile learning readiness, Mobile learning acceptance

IASSR INTERNATIONAL ASSOCIATION OF SOCIAL SCIENCE RESEARCH

TURKEY'S STRATEGIC PARTNER AT LATIN AMERICA BRAZIL, RELATIONSHIP BETWEEN
TURKEY AND BRAZIL

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Although Turkey's political relationship with Latin American countries started right after the foundation of the Republic, the acceleration of this relationship has been delayed until early 2000s. Language differences, distance and Latin America policies of USA are the main reasons of this delay among many others. However, Turkey, like every country on earth , also can't ignore the globalization and can't stay away from a region that generates over 2 trillion dolars GNP with around 700 billion foreign trade volume. Thus, Turkey has improved its relationship with the region by founding a Latin America Initiative.

Needlesly to say that, the relationship between Turkey and Brazil significantly improved with mutual visits after this period. In 2010, with "Action plan for Strategic Partnership" agreement , the relationships between two countries progressed greatly .This action plan contains a political,economic and military partnership. Considering Brazil is one of the top 10 countries in global economy and BRIC countries, Russia , India and PRC, alongside with Brazil, are the potential leaders of the world economy in 2050s , this partnership becomes rather impornant for Turkey. Nowadays Brazil is our second partner for export and first partner for import in Latin America. However it can seen that balance of trade is in favor of Brazil.

Also military and defence industries constitute a significant parts of partnership between Brazil and Turkey. In this topic, two countries planning to do couple of projects about cyber defense , development of command and control centers and marine forces. All this opportunities and potentials should be considered and should be increased. This paper aims to handle all these issues in detail.

Keywords: Brazil,Latin America, Strategic Partner, Turkish Foreign Policy

PRESCHOOL TEACHERS' EMOTIONAL SOCIALIZATION RESPONSES TO 4-6 YEAR-OLD TURKISH PRESCHOOLERS' EMOTIONAL EXPRESSIONS

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The main goal of the present study was to investigate preschool teachers' emotional socialization responses to Turkish preschoolers' emotional expressions according to children's age and gender. The participants in the current study were 12 full time preschool teachers from 4 preschools in Aksaray and, 288 preschoolers attending to these schools who were ranging in ages from 4 to 6 years.

In order to perform naturalistic observation a coding system was created based on previous studies' theoretical background (e.g.,Ahn,2005). Teachers' responses to children's positive emotional expressions were coded as follows: encouragement of showing empathy to others, labeling positive emotions, physical affection, verbal support, teaching positive emotions, encouragement of expressing positive emotions, matching the emotions, ignoring. Teachers' responses to children's negative emotional expressions were coded as follows: showing empathy to children's negative emotions, physical affection, labeling negative emotions, problem focused responses, minimizing, distraction, ignoring, matching the emotions, emotion regulation responses, encouragement of expressing negative emotions.

The results indicated that preschool teachers more likely encouraged children to show empathy to others, teached, matched and encouraged expressing positive emotions, responded psyhical affection in 4 year old age children more than 5 and 6 year old age children. Preschool teachers more oftenly distracted, minimized and labeled negative responses in 4 year old age children than 5 and 6 year old children. Results also revealed that there was a modest relationship between children's gender and teacher's responses to positive emotional expressions and a low relationship between children's gender and teacher's responses to negative emotional expressions.

Keywords: Preschool teachers' emotional socialization responses, Turkish Preschoolers, emotional expressions.

Paper ID: 0279

EPILEPSY RELATED FELT STIGMA IN TURKISH INDIVIDUALS WITH EPILEPSY

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Purpose: To determine the relations among stigma, overprotection, disclosure and concerns related with epilepsy.

Method: One hundred and forty six adult individuals with epilepsy were participated into the study. The participants filled the questionnaire individually during their outpatient visit or via Epilepsy's Association's web-page.

Results: The participants' mean age was 31.15±10.91, and mean duration of epilepsy was 11.92±8.76. 57.5% of the sample was female with an 10.72±3.21 average year of education. In the study we used previously developed epilepsy stigma, overprotection in epilepsy and concerns caused by epilepsy and epilepsy knowledge scales. The results showed a high correlation between stigma and concerns related social life ($r=0.75$, $p< 0.01$), concerns related with future ($r=0.55$, $p< 0.01$), concerns related with marriage and having children ($r=0.44$, $p< 0.01$), overprotection by family ($r=0.43$, $p< 0.01$) and disclosure of epilepsy ($r=0.61$, $p< 0.01$). Gender did not revealed any significant differences in none of the variables, but in the level of epilepsy knowledge ($t=3.15$, $p=0.01$) which was higher in females. Number of seizures created significant differences in concerns related with future life ($F(3,125)=3.57$, $p< 0.01$), concerns related with marriage and having children ($F(3,125)=3.01$, $p< 0.05$) and overprotection ($F(3,125)=2.97$, $p< 0.001$).

Conclusion: The results indicate that stigma should be addressed with some other variables such as overprotection and disclosure in order to get a more clear picture about the social restrictions imposed by felt stigma.

Keywords: Epilepsy, stigma, Turkey

Paper ID: 0280

CLIMATE CHANGE AND LAND USE CHANGE: THE CASE OF TURKISH AGRICULTURE

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Climate change is one of the major environmental threats of latest century. According to fifth assessment report of Intergovernmental Panel on Climate Change (IPCC), it is extremely likely (95%-100%) that human influence has been the dominant cause of the observed warming since the mid-20th century. Not only using fossil fuels, increasing population, production and consumption, but also changing land use patterns have an influence to trigger greenhouse gases. As increasing greenhouse gases, temperature, precipitation and precipitation patterns are observed to change. Climate change adversely affect wide range from daily life of people to the global markets. Agriculture is the most affected sector by climate change since agricultural production is mainly depending on natural conditions. On the other hand agriculture contributes to the greenhouse gases. The direct contribution of agriculture to total global greenhouse gas emissions is about 10-15 percent. With the indirect emissions from land use change, this share rises. Like as enteric fermentation in ruminants, livestock manure, fertilization of agricultural soil, rice cultivation, field burning of biomass waste, changing land use increase greenhouse gases. But agriculture has also a huge potential to contribute to climate change mitigation. In this paper, the land use change and its relation to climate change will be studied and in Turkey the situation and implementations related to land use change will be analyzed.

Keywords: Climate Change, Land use, Land use change, Carbon sequestration, carbon economy

THE RELATIONSHIP BETWEEN HUMAN DEVELOPMENT INDEX AND GROWTH: TURKEY'S WAY TO EUROPEAN UNION

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The expressions that indicate the countries development rate are going to be changed via increasing interactions between the countries in the globalized world. Previously economic indicators that are the components of the development were limited. Nowadays social and socio-cultural values become important together with economic indicators. Human development index consists of life expectancy, educational attainment and income. The education component of the human development index is now measured by mean of years of schooling for adults aged 25 years and expected years of schooling for children of school entering age. The life expectancy at birth component of the human development index is calculated using a minimum value of 20 years and maximum value of 83.57 years. For the wealth component, standard of living component is measured by GNI per capita (PPP$). Moreover, literacy rate and infant mortality rate may be also added to these components. The rise in education, health and other socio-cultural variables give rise to the human development index. Development comes after increasing human development index. In this study, Turkey that makes significant progress toward being a membership of European Union and the selected countries in European Union which are Germany, Italy, Spain and Greece are compared via human development index and growth relationship. A panel cointegration analyze will be done for the period 2005-2011 with using the human development index, growth, life expectancy, educational attainment and income. Analyze result is going to indicate the new route of the Turkey for the membership process.

Keywords: Human development index, European Union, Growth

ARYAN-DRAVIDIAN INTERACTION AND ORIGINS OF VEDIC CULTURE: MIGRATION THEORY OR INDIGENOUS ARYAN ARGUMENT, SUBVERSION OR CONVERGENCE?

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To this day, the question of the internal or external origin of the "Indo-Aryan speaking Vedic people" is one of the most popular subjects of scientific speculation. While some scholars (linguists, archaeologists, geneticists, anthropologists, historians) still devoted to the Aryan Migrationist theory which states that nomadic Aryans invaded India between 1500 and 1200 BCE, destroyed the Harappan Civilization and pushed its inhabitants -the Dravidian people- to the south of India; others suggests that Aryans were the indigenous population and that an invasion of India from the outside around 1500 did not occur. This presentation will discuss the linguistic, literary and archaeological evidences of these two contradicting theories and outline the cultural exchanges between dravidian and aryan cultures in light of recent data. I will also discuss the reasons for the decline of Indus Valley (Harappan) Civilization and the collapse of urban society in 1500 BCE: Invasion of the nomadic Aryan warriors, social instabilities, decline in trade, climate shift that caused great droughts for several centuries or human-induced environmental degradation? One of the consequences of the disintegration of the Harappan civilization (perhaps because of continued aridification) has been the large-scale depopulation of Indus cities and the concentration of new settlements in the Ganges Plain.

Keywords: Indus Valley, Harappan Civilization, Migration, Cross-Cultural Contact.

ANALYSIS OF THE CONCEPT ORIENTALISM AND SELF OCCIDENTALISM IN EXAMPLE FILM 'OPERATION: ARGO'

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As an art form and an academic discipline that finds a place in cultural studies and social sciences, cinema is one of the most significant ideological apparatus. Expressing the changing perception of "I" and "the other" throughout the characters it creates, cinema has played important role both as the producer of the intercultural epistemological and ontological difference and signifier of it. In this study aim at the active player that the Hollywood's, rebuilt after the events of September 11 in which the narrative of Orientalism and West's from eastern point of the view, its extending barrel itself, committed self-occidentalist cencepts in film text and put forth language game of these concepts.Operation: Argo has been chosen especially to display a trend after 11 September on the definition of the East which is changing according to the ideological goals of the West. The dıscourse analysıs which introduces contrasts was taken as criterion in analyzing of the film to state East /West controversy.

Keywords: Orientalism, Self Occidentalism, Edward Said, Cinema, Operation: Argo.

THE ROLE OF WORK CULTURE -FLEXIBILITY AND SUPPORTIVE SUPERVISON- ON JOB SATISFACTION

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Three characteristics of family friendly work cultures are temporal flexibility, operational flexibility and an understanding by organizational leadership was defined by Bailyn (1997). Workplace culture has important influence on various employee outcomes such as motivation and performance thus it is critical to investigate whether those factors predicts any employee attitudes at workplace. This study has two main objectives. First objective was to standardize the Work Culture Questionnaire by Campbell-Clark (2001) into Turkish language which was composed of three factors flexibility of working hours, flexibility of the work itself and supportive supervision. Second objective was to examine the influence of three important dimensions of work culture on one of the most major employee attitude job satisfaction. The data came from 250 employees working either full time or part time jobs. In this study first confirmatory factor analysis was done for the Work Culture Questionnaire. And then a model was tested where temporal flexibility, supportive supervision and operational flexibility was predictors of job satisfaction of employees by using AMOS 22. Significant correlations were found between different dimensions of work culture and job satisfaction levels of employees. Results are discussed in the context of the relation between characteristics of workplace and job satisfaction.

Keywords: Work culture, flexibility,job satisfaction

Paper ID: 0288

THE RELATIONSHIP BETWEEN STUDENTS' ATTITUDES TOWARDS FOREIGN LANGUAGE AND USE OF FOREIGN LANGUAGE LEARNING STRATEGIES

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Learning a second language is a complex process because language learners are affected by various internal and external factors around them while they are learning a new language. As an important internal factor, learner's attitude towards language has been examined by many researchers and experts for a long time with different perspectives (Bartley, 1969; Lewis & Massad, 1975; Raymond and Roberts, 1983; Baştürkmen, 1990).

In this study attitudes towards language learning and the language strategy use are thought to be valuable for learners to foster their second language so the study aims to investigate the relation between university students' attitudes towards foreign language and foreign language learning strategies use. For this purpose the first and the fourth year undergraduates –enrolled in English and German language teaching departments-of two universities in Turkey are selected as participants of the study. The sample of the study consists of 204 university students in total.

As data gathering instruments "Language Attitude Scale" (LAS) –developed by Saracaloğlu (1992) with five point Likert Type scale – and "Language Learning Strategies" (SILL)- developed by Oxford (1990) and having 50 questions with six dimensions were used.

In data analyzing process firstly the relations between some demographic variables (gender, department and grade) and language attitudes and also language strategy use of the students were analyzed. Because the data is not normally distributed, Mann Whitney-U test was used to find the differences between variables and the students' attitudes towards foreign language and also language learning strategy use. Secondly whether there is any relationship found between learner's foreign language attitude and language strategy use were investigated by using correlation analysis.

The results indicates that learners' attitudes towards foreign language and language learning strategies change according to some variables such as departments and grades.

Process of analyzing the data is continuing so the findings of the study will be presented with suggestions in the conference.

Keywords: Attitude towards foreign language, language learning strategy, language learners

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TURKISH SERIES IN NEARBY GEOGRAPHY AND CULTURAL NEİGHBORHOOD

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When we are looking its basic functions, mass media has some duties like edification, educating, entertaining, providing to pass down the culture and creating a culture. As Mc Luhan mentions it, the world in which becomes a global village, the most active tool that triggers this process is still television. Television, which is one of the important tools of interaction between societies, has produces TV programs and it effects the viewers' perception. According to the opinion that is asserted about the impressions of television approximates persons, masses, societies, nations to each other and can open another world's doors to nations. The promotion of culture and development of cultural inheritance protection is provided easier in this way.

Television programs broadcast in Turkey have been kept format individually by adapting or the taking is carried out by transferring. In this case, the native audience is affected by the culture of other countries. As is seen, Turkey, who backs across the globe in the production of television formats, remains weak about promoting herself.

In recent years' studies show that Turkey's external appearance is not limited only to the field of politics and economics. Turkish series which have been started to serialize have an important role in this case. However, Turkish series' geographical neighbors or cultural blocks that belong to countries are thought to be imported.

In this context, if we start from the idea of Turkish series are the basic demonstration of Turkey, it will be researched that the countries of the Turkish series are shown. Thus, it is aimed to examine geographical proximity and cultural neighborhood of countries in which Turkish series are shown.

Keywords: Television, Soap Opera, Cultural Cods, Geographical Proximity, Cultural Neighborhood

Paper ID: 0291

THE 1961 CONSTITUTION, CONSTITUTIONAL INSTITUTIONALIZATION OF WARDSHIP

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The 1961 Constitution is a joint product of the army, which staged the 1960 coup, and the civilians, who legitimized the coup. Prior to the coup, the Parliament and the government bodies had strong structures. Due to the majoritarian nature of the 1924 Constitution, the ones excluded from the parliamentary majority thought themselves to be casted aside. As this minority rose to the power through the coup, they constructed the constitution in a manner that allows them to preserve their control. The Parliament elected by the people and the government emerging from that parliament was taken under control through the new constitution. Additionally, many of the institutions controlled by the Parliament and the government were given autonomy with this constitution in order to passivate the Parliament and the government. Especially the judiciary system and the military has been institutionalized as the load-bearing columns of the wardship structure in order to maintain the status quo.

Keywords: Constitution, 1961 Constitution, Constitutional Institutionalization, Wardship, Judicary system

Paper ID: 0292

TRANSFORMATION OF TURKISH EMPLOYMENT AGENCY (ISKUR) AND REGIONAL PRACTICES

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The changing the name of Institution of Providing Jobs and Employees as Turkish Employment Agency (ISKUR) is not just a simple renamiNg of institute. Now a days, ISKUR was reorganized in accordance with process of capital accumulation. In this new era protective measurements like job security, unemployement pension, income support were all left out. On the other hand, active employement policies to fulfill capitalism's demand for a flexible and skilled labour force were come into promenince. Thus, the agency invites the employers to be "active" in order for them to have a job or to stay in their jobs. The training programmes designed for the labour force to renew itself in order to be able to fulfill the necessary requirements in this extremely competetive work environment are a huge part of this new policy. The construction of labor force according to the work and the establishment of a dynamic relationship between workers and work have become the main emphasis. This paper focused on the ISKUR which has the mission shaped by "work force management" notion based on market rules. It aims to bring a critical analysis to especially ISKUR's local practices and it's partnerships with other institutions.

Keywords: employment policies, education, institutions, Turkish Employment Agency (ISKUR)

Paper ID: 0293

THE IMPORTANCE OF PENAL LAW WITHIN THE OTHER DISCIPLINES OF LAW

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Compare with the other disciplines of law, penal law contains the harshest sanctions and penalties. In most of the cases penal law enters into scene when the other disciplines of law are found inadequate. However, the penal law is consulted as a last resort (ultimo ratio) to protect the rights and freedoms.

Keywords: law, criminal law, crime, penalties, ultima ratio

Paper ID: 0294

TURKISH GLASS ART CESM-I BULBUL

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The glass takes its place in human life for a 5000 years. The art of glass has been practiced in every period of civilization in Anatolia and the craft has reached today. Looking back to the history, at the beginning of 19 th century, during the reign of Sultan Selim the IIIrd (1789-1807), it come into view along with various glass- ware manufacturing in glass workshops in Beykoz, İstanbul. As a result of by the improvement of the opal glass technique, the "Çeşm-i Bülbül" has been developed. The various glass products are called as Beykoz Glass in which they were produced.

A color reflection in red appears as soon as it is illuminated from behind. Having been thought that it derives from the feature of the sand exists in the Beykoz Glass. The other features are the traces called as cutting groups or holes and the differences in the joining of the holders and the legs. Dominantly decorating figures are; plant motifs, roses and especially parsley covered by the latten. The glass products such as the stripped glasses, the jugs, the gülabdans (a kind of small vase used to dabble the rose water), the vases and the bottles are called "Çeşm-i Bülbül".

The Çeşm-i Bülbül products are characterized with the white or colored glass bars within the glass. These bars are placed in the glass by a very special technique and relating to their shapes they result in a striking visual effect. The outstanding feature of the Çeşm-i Bülbül is the placing the thin and the colored glass bars in to the glass which is in the liquid phase. The strips that were twisted by curling capture the skill and the style of the craftsman who shaped the glass. The visual effects emerged by twisting in the shaping process constitutes the astonishing view of the Çeşm-i Bülbül.

Continuing its journey with a wide range of products and modern designs, the Çeşm-i Bülbül products have the overtones of the traditional Turkish arts. The purpose of this study is to analyze the eight of the Çeşm-i Bülbül products having the touch of traditional Turkish glass craftsmanship.

Keywords: The origin and evolution of Cesm-i Bulbul

GATE KEEPING AND ONLINE JOURNALISM

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There are some individuals and rules who decide what will be news and what will not be news in mass media. People-person who decide what will be news and what will not be are called as gate keeper-gate keepers. In this study which is on 'gate keeping and new media', selection of news, who or who's are the gatekeepers in the process of news production and reproduction of news, how he/she is affected in the selection of news, and what ways he/she follows will be studied. In addition, differences and similarities between traditional and new media on gate keeping will be discussed. Within the scope of this study, the most visited news sites in Turkey which are ''haberler.com, ensonhaber.com, and internethaber.com have been chosen in order to determine what kind of gate keepings are applied.

Keywords: New Media, Gate keeper, Gate Keeping, News Sites, Traditional Media

KNOWLEDGE GAP THEORY AND NEW MEDIA

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Knowledge Gap Theory is based on the idea which is created by information transmitted by mass media between high and low socio-economic level of society. Relations between knowledge gap and the mass media have been investigated; as a result, the information given by the print media is not distributed equally, but television plays an important role in closing the knowledge gap has been demonstrated. In recent years, the studies on knowledge gap is about how much 'new media' affects the gap among people. This study will be on if new media closes the gap or not, and how much new media narrowing or widening the gap. In this study, sound recordings on the internet in the process of the 17 and 25 December will be examined. Application of the research will be done among students using a questionnaire in the Faculty of Communication in Gazi University, in Ankara.

Keywords: Knowledge Gap Theory, Knowledge Gap, New Media, Sound Recordings

Paper ID: 0297

ANALYSIS OF THE YAZGI MOVIE ACCORDING TO KAFKA'S EXİSTENCE PHILOSOPHY

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Although Franz Kafka do not reveal a philosophical works, he takes on the axis of concepts alienation, absurd, freedom authority the people of the modern world that addressed by existentialism in his novels. Existentialism is current that shows its effect both cinema and literature has found a place on motion picture screen and after 1190s Existentialism is subject to films by independent directors in Turkish Cinema. Especially Zeki Demirkubuz is one of this directors. Thus we see Franz Kafka's thoughts that functioning of the basic concepts of philosophy of existence on Demizkubuz's movies. In this study that aims to reveal the different types of reading a film within this context, 'Yazgı' is made by Zeki Demizkubuz in 2001, will be resolved in the light of Kafka's works.

Keywords: Franz Kafka, Alienation, the Court, Freedom, Authority, Yazgı Movie

Paper ID: 0299

NEW ERA IN INCLUSION OF THE DARK CONTINENT IN CAPITALIST SYSTEM

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The stage that capital accumulation has reached today is reinforcing its constant need of the capital for new valuation fields. Country capitals that were articulated to the system in later stages as well as early capitalized country capitals need new valuation fields. This need reshapes the relation which the capital forms with the place. Africa which feeds the system over the exploitation of raw materials and human resource in the early stages of capitalism started to be considered as a new valuation field for the capital in the stage of today. The level of the relation with the capitalist system formed by Africa is decisive in the determination of the spatial preference of the capital. The capital whose international mobility has extended in the globalization process is increasing its investments in Africa which has weak relations with the capitalist system. The capital of Turkey which is a late capitalized country also has accelerated its investments in this continent. Another country which makes investment in Africa is China. The investments of Turkey and China in Africa are performed over different relations set. In this study, Turkey's and China's accelerating their investment in Africa, common and different sides of the countries in the capital stock process will be tried to read by correlating the spatial dispersion.

Keywords: Capitalist system, Capital accumulation, Dispersion of capital

Paper ID: 0300

SOCIAL DEMOGRAPHIC CHARACTERISTICS AND COMMUNICATION FOR PARENTS OF CHILDREN WITH MENTAL DISABILITY

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This study is planned to determine awareness, knowledge levels, social demographic characteristics, social communication skills parents of children with mental disability and related factors of this illness. On assessed characteristics of families and socio-demografic features, in their family is researched excessive the others.

Keywords: Social Demographic Characteristics Social Communication, Mental Disability, Developmental disabilities; disability evaluation; disabled children

Paper ID: 0303

THE RELATIONSHIP BETWEEN PRESSHOOL CHILDREN'S WATCHING TELEVISION AND BODY MASS INDEX

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Nowadays, children are spending more than 4-5 hours a day in front of mass media like television, video games, console games, computer and internet. This is a longer time than the time spent on other activities except sleep. Children's spending this much time on mass media and the decreasing of the time they spend on physical activities day by day is causing a lot of negativities. One of these negativities is obesity problem that is rapidly spreading in children. Unfortunately, in the last 30-40 years, obesity in children of early ages has reached alarming levels in many countries. This rate is getting close to 50%.

Children's being overweight and obese is accompanying a good number of health problems. Nowadays, the world of medicine is trying to cope with a number of serious and fatal problems related to obesity in children. In addition, obesity causes emerging of psychological problems in children. Researching the prevalence and the causes of obesity that causes such serious problems is an important issue, in respect of preventing it. In this report, the relationship between time spent watching television and obesity situation, in children aged 3-6, is studied.

Method: This research was conducted in the years 2007 and 2014. Data collected from 127 children in 2007 and 150 children in 2014, in total 277 children, between 4-6 years of age. Childrens' families were asked to keep a record of the time their children spent watching television for 4 days.

Result: This study found statistically significant increase in obesity rates of children between 2007 and 2014. However, average time which children spent on watching television, decreased from 103 minutes to 78 minutes between the years of 2007 and 2014. In addition, this research found that there is no statistically significant relationship between the average time spent on watching television and being obese in both years.

Keywords: Television, obesity, preschool

EFFECT OF BODY LANGUAGES THE ANCHORMEN USE IN TELEVISION JOURNALISM ON THE CHANNEL PREFERENCE OF TV AUDIENCE

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Since the news are broadcasted at the prime time period in television it can be asserted that they have an exceptional importance in TV broadcasting. In prime time broadcasting the interesting and attention getting programs reach an extensive audience in a proportional sense. Given this fact the news programs on TV should differ in terms of their features including visual components and their presentation style. When the news are recognized as informative, persuasive and manipulative that lead to an improvement in opinions the forms, presentation and techniques as well as the newscasters display a very important significance from the perspective of television being a mass communication tool. The basic aim of this study is to display the factors making the anchors a star, to determine the influence of star anchors in the watch of the news and to determine whether the anchors contribute to the news with the means of non verbal communication or not. İn this context, by taking the average watch of the broadcast in February 2010, the four news bultein which are watched most among private television channels. The servers of news bulteins in the period of February 2010 at weekdays formed the basic reason of this study. Solutions have been tried to be found with the help of the terms included in the dictionaries by comparing face to face interviews with the anchors about the use of body language and the survey results named as ' Audience focused anchor' which has been made in 1500 subjects in Turkey. If the acquired information is thought with the act of body language, it can be seen that anchors give their name to the news bultein with their owns style and positioned as the most important means of the competition among the channels.

Keywords: Making television news, News Bultein, Chief News, Watching mass crowd of people, Body Language, Anchor

USE OF A TEAM-BASED EXPERIENTIAL LEARNING PROJECT TO ENHANCE STUDENT
ENGAGEMENT, LEARNING AND TEAMWORK SKILLS IN MARKETING EDUCATION

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In recent years as in many areas of business education, marketing educators are seeking new ways to improve student learning. In this sense, experiential learning is widely used in marketing courses and very favorable results are obtained. On the other hand, in real business life, people rarely work alone or take decisions individually. Instead the vast majority of the people in marketing departments work in teams. So if made a part of the learning experience, group projects may help students to improve their teamwork skills and prepare them for real business life. This article describes the results of a team based experiential learning project developed for introductory marketing course students that aims to (1) enhance active student engagement, (2) put into practice the concepts and definitions taught in the class, (3) increase creative thinking, and (4) improve teamwork skills. Students in the two sections of principles of marketing courses formed teams and each team took a video about "what marketing is about". In the process of completing the project the student teams were asked to fulfill the following steps; (1) besides the course materials students should make a research about the definitions of "marketing" from different sources on their own, (2) each team should conduct a group discussion to define the details of the video such as which marketing definition will be used, the scenario, the players, distribution of tasks etc., (3) teams should take a video between 3 to 10 minutes that defines what marketing means for them, (4) each student should write a one page evaluation report consisting their general thoughts about this learning experience, learning outcomes they achieved, contributions on their personal development and at last drawbacks or disadvantages of the project. At the end of the project a qualitative analysis was carried out of 164 student evaluation reports to discover the projects' real benefits to the students. After the coding process nine themes were obtained consisting the educational attainments of the students. These themes are personal growth, teamwork skills and experiences, enhanced learning skills, increased enjoyment of the course, relating course content to everyday life, recognition of different perspectives, better and permanent learning, good understanding of what marketing is and skills acquired for future business life. These results support the effectiveness of the project.

Keywords: Marketing education, experiential learning, team based learning, team project, principles of marketing course

HISTORICAL TRANSFORMATION OF GIFT AND PRESENTATION ON TV AS CONSUMER PRODUCT
IN MODERN ERA: INSTANCE OF VALENTINE'S DAY

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Study titled shed light on the transformation of gift from archaic times to the modern- day and understanding the lost of originality during this transformation.Gift economy in archaic period which is completely contrast to capitalist percept and process of change between understanding of gift in modern-day was tackled in the study, examined reduction of an object to be consumed in conjunction with consumption culture. Also, television that the most effective means of mass communication which extends consumer culture was researched connection to consumption and was discussed how the gift presentation on TV.Accordingly,discussed in the context of relationship between gift and television, programs are published shaping the idea of gift in society and how the Valentines Day and other special days which are created for profit by capitalism described on commercials, news and TV series.The meaning of gift changed from its meaning in the archaic period and it transformed into a consumer product for profit by capitalism was understood in this study. Also ads, serials, news, etc. publications in TV what increased consumption and contributed to transformation of gift into a consumer product was precipitated.

Keywords: Gift, Capitalism, Modernism, Consumption, Media, Presentation Of Gift On TV.

SCHEMATIC STRUCTURE OF RHETORIC IN TERMS OF FORM, COGNITIVE PROCESSES AND
SOCIAL FUNCTION

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In order to present a general outline of schematic structure of rhetoric, which is influenced from social, cognitive and textual variables, researchers define the concept of rhetoric as "a united point that unites concepts in terms of from, cognitive processes and social function." Researchers interested in Rhetoric Analyze Approach, aim to form a conceptual framework, which compromises both theoretical information and experimental findings, for cultural sensitive language uses. Another aim of these researchers is to explore ways to explain how to use the information. In conclusion, Rhetoric Analyze Approach is defined as both descriptive and prescriptive research method. Furthermore, it is also concluded for the conceptual framework for rhetoric "in order to improve the understanding related to delivered talks and writings, the conceptual framework directly may influence the verbal and written language in the future."

Keywords: Information processing, text/discourse structure, cognitive sciences

V. European Conference on Social and Behavioral Sciences
St Petersburg, Russia – September 11-14, 2014

SOCIAL MANIPULATION POTENTIAL: A CASE STUDY OF THE RUSSIAN HISTORIOGRAPHY ON THE RUSSO-TURKISH WAR (1877-1878)

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Russian historiography is a great example of rewriting or writing otherwise in very short intervals the historical and social past. It can be said that Russia is the first national state which could start a revolution concerning its social and scientific discourse. So the expectations of the Russian historiography could be nothing but "high". Of course the next expectation is that this needed revolution shall bring a new social consciousness on past.
In this article the main question is if there's a real change in the Russian historiography and what should be expected from this change concerning the social discourse and public attitudes. This question will be examined as a case study of the Russian historiography on the Russo-Turkish War of 1877-1878. The sources of this study will be the Russian history books from the end of the 19-th century up to our days and some field researches.

Keywords: Social manipulation via historiography, Russian historiography, Russo-Turkish War (1877-1878)

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EXAMINING OF FAMILY LIFE CYCLE , MARITAL SATISFACTION AND RELATED ANALYSIS OF CLASSICAL AND MODERN APPROACHES

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The aim of this study is to investigate the basis of family and marriage therapy . For this purpose, sub-objectives of the study ; to examine systems approach, to examine the structural approach, to examine behavioral approaches, to examine communication approaches, to examine the cognitive approach, to examine the strategic approach, to examine experiential family approach, to examine developmental approach, to examine , to analz solution-oriented approach, to investigate exposition approach, also is to investigate the use therapeutic techniques, family life cycle and is a review of issues such as marital satisfaction . Study is so necessary to provide qualitative as well as quantitative studies in terms of ease of use. Also this study is so important to show a combination of old and new literature should be seen and new research should be done by scientist in the future.

Keywords: Family, Marriage, Theory

Paper ID: 0311

THE ANALYSIS OF THE RELATIONSHIP AMONG SOCIAL CAPITAL, MOTIVATION AND PERFORMANCE MANAGEMENT IN BANKING SECTOR

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Social capital, as a salient concept in recent literature, is examined as one of the most valuable capabilities of organizations. This paper examines the impact of social capital on performance management. Based on the banking sector, this paper presents indicating that three dimensions of social capital (structural, relational and cognitive) affect on dimensions of performance management. In this study of performance management consist of performance appraisal, wage, promotion and turnover.

This study searches answers for two questions : Do the three dimensions of social capital effect dimensions of performance management in banking sector and how does motivation effect social capital and performance management? Relevant to the critical importance and constant devolements in the banking sector. This research is employed in the banks operating in Centering Anatolia.
The study is different from the present studies in terms of the social capital from the based on structural and relational dimensions. In this research the structural equation model, which is an observed relationship between variables is used to structural and relational and cognitive dimensions. Social capital in banking sector is very important, because of this this research has been made in banking sector which is developing and changing constantly.

This study examines how social capital dimension of networks affect the performance management between the members of an organization. We distinguish among four dimension of performance management. Using a social capital framework, we identify three network types: structural, cognitive, and relational dimensions. We then link these social capital dimensions to performance management. In doing so, we propose to see direct and mediating relationships among variables.

The results section of the analysis will emphasize the importance of social capital in the organizational structure and will cover recommendations based on results.

Keywords: Social Capital, Performance Management, Motivation, Banking Sector, Structural Equation Modeling

Paper ID: 0313

THE ESSENTIAL PARAMETERS FOR AN ECOLOGICAL ANALYSIS

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21st century is fraught with multiple ecological problems inherited from the 20th century as well as inverse demographic crisis. The issue of constantly growing (and growth-indexed) economies will shift to a completely different dimension after the world's population starts to decline sometime between 2050 and 2070. A declining population cannot guarantee an expanding economy. As a result, we should leave aside the growth-indexed models and reconsider other alternatives which have been overlooked for a long time: i) libertarian, ii) critical, iii) self-sufficient, iv) non-hierarchical, v) non-industrial and vi) non-growth based models.
Porritt (1984) attempts to define industrialism by the economic, social and political aspects: condemning the majority to poverty while enriching a small minority is the economic dimension of the industrialism. High-tech and capital intensive production is based on induced demand in this economy. Inequality between the sexes, institutionalized violence, and centralization of institutions and processes are the major characteristics of the social aspect. The political aspect is constituted by the characteristics of centralism and hierarchies for organizations, and decision-making processes. Hence, the conception of law and order in such political aspect excludes solidarity and emancipatory approaches. Human-centered considerations subjugate the environment in industrialism, like nature in the human service, nature as a free source for the economy and as a space of conquest... For individuals, industrialism brings destruction of personal autonomy, prevention of cultural development, consumerism, and alienation from nature.
In general industrialism is more integrated with capitalism and capitalist economy is shaped according to the needs of to the market and not according to the needs of people. Guattari (1989) refers to this phenomenon as "all the realty of capitalism is market". Industrialism does not only destroy and commodify the nature but also it finds its expression in mass production. Furthermore, individuals lost in this market, where the labor is bought and sold as a commodity. In summary, an ecological analysis of industrialism could also introduce a new perspective, for an environmental discourse including economy, politics, sociology and psychology.

Keywords: Ecology, industrialism, non-growth based model

Paper ID: 0314

THE ROLE OF CHILDREN'S BOOKS ALONG THE READING CULTURE

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Since the pre school time,children books have always been the stimulus for the growth of thinking sensible individuals.Beginning from the early childhood,children have to be introduced with this stimulus.As known,children learn how to read and write at the same time they start their school.However today,children can be forced to learn earlier with qualified children literature products.

The aim of this work builds up the qualified children literature products in the reading process.

Keywords: children, children literature, readıng culture,

THE CHANGES IN ART THEORY FROM THE 1970S ON

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Theories can be considered as structures, involving social, cultural, ethical, psychological, scientific and historical factors, which altogether impose a way of how an artwork should be interpreted. These theories, to an important degree, determine the concepts, the way an art object should be approached, the social position of the artist and even, to some extent, the market value of the art work.

Starting roughly in 16th century with The Lives of the Most Excellent Painters, Sculptors and Architects by Giorgio Vasari and flourished through the Romantic Period and culminating in the works of critics such as Clement Greenberg and Michael Fried, the notion of "Great Art", even though it is questioned and criticized widely, is still the most dominating principle dictating art theory and criticism and determining the way we perceive what art is. In this paper, I will focus on the changes in the conception of art from the 70s on and the repercussions of this change in the realm of artistic production.

The period after "The End of Art" which Arthur Danto considered in his works, in relation with the end of "Grand Narratives" is a time marked by drastic changes in social, political and cultural arenas. While, in politics, the Western Eropean and American imperialism is brought under critical examination, artistic and cultural imperialism also becomes an issue to be examined under critical light. Marxist and feminist critics such as Griselda Pollock, Linda Nochlin, Adrian Rifkin question the hierarchies behind the notion of "Great Art" and the white, male-dominated myth of "the great artist" becomes to be shattered. With the commodification of the artwork, the influence of new artistic approaches which question and problematize "the object of art" such as street art, performance and conceptual art increases. The artists become more and more interested in the hierarchical structures revealed in the way we experience our sexual and national identity and the sense of belonging. These contemporary approaches to art and art theory are, in a way, based on a reappraisal of the art and life dichotomy which was disrupted by the institutionalization of art under the influence of the notion of "Great Art".

Keywords: Art Theory, Great Art, feminist criticism

BEING A WOMAN IN THE GRIP OF WAR AND MIGRATION

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Among the biggest problems experienced by human beings since their existence on Earth are undoubtlessly wars and migrations. The fact that humans search for better and safer quality of life, and emmigrate another country by leaving the lands they live in and are the citizens of those countries due to economical, social and political reasons or wars and in-fightings is a phenemenon experienced at all times.

Battles and unrest in Syria since 2011 have caused thousands of people to leave their mother land. The number of people experiencing the forceful migration period leading to the most important reason made to leave their lands is referred to millions. The forceful migration is assessed as the greatest in the history of the United Nations High Commissionary of Refugees (UNHCR). According to the data by UNHCR, 70% of Syrian emmigrants forced to leave their mother land are women.

The aim of present study is to investigate the changes and transformation in the familial and socio-cultural lives of emmigrant women in our samples experiencing the phenomena of war and migration in the deepest way.

This is a qualitative study with descriptive and explanatory feature. As a method, focus group interviews were used, and semi-structured interview technique was used to collect data.

Based on data obtained from the study, it was detected that women were negatively affected by war and migration, and experienced physical and physcological traumas; practices of their daily life changed, and these changes inflenced their families and especially their children negatively.Due to lengthening the war, these women whose hopes started to be lost experience serious anxiety for future.

Given that women may affect physical and physcological health and motivation of other family members, phyco-social support should be given at micro and macro levels.

Keywords: war, migration, being a woman in war and migration

UNFORGOTTEN TEACHERS

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Throughout their education life, each individual has some positive or negative memories with their teachers related to their characters. The thing which makes these memories unforgettable is their positive or negative personal characters.

The aim of this study is to describe unforgettable characters of unforgotten teachers based on the essays which freshman student teachers studying at Faculty of Education explained these teachers.

Case study, a qualitative study method, was used in this study. Also, an embedded single case inquiry was applied. As the case in the study was approached in a holistic way as a unit, holistic single case inquiry was used

The participants were comprised of 40 freshman students who study at Primary School Teaching Department of Education Faculty in Pamukkale University. The data were collected through the essays which require students to "explain a teacher who you could not forget".

The data were analyzed with content analysis to conceptualize the data with the aim of finding out the experiences and meanings out, and determine the themes that can define the matter of fact. In the interview period, the written documents were read by taking the literature into consideration.

The characters of unforgotten teachers were categorized under thirteen themes. These are as follows: empathizing, giving value, discipline, appearance, communication skills, being motivated, being a model, motivating, being objective, relations with students, instruction process, guidance, and qualifications. In addition, each category includes some subcategories.

Keywords: unforgotten teachers, impressing teachers, teacher

WOMEN UNEMPLOYMENT IN 21. CENTURY, TURKISH CASE

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The main aim of this paper is to discuss woman unemployment problems and review the present situation throughout the world. Woman unemployment is a worldwide worsening socio-economic problem and may develop worse in coming years, unless effective measures are taken. Sorts of inequality which affecting woman unemployment exists throughout the world between rich and poor nations, regions and various social layers of societies . These problems are still waiting to be addressed seriously.

The magnitude of the problem is widening in many countries. The proportion of women unemployment is increasing due to wrong economic and population policies. To tackle all these problems requires new strategies and policies based on fresh visions.

In this respect Turkey can be a case to review. The proportion of women unemployment is increasing due to changes in economic structure and increasing extreme conservative social mentality day by day. The labour force participation is also shrinking due to decline in women participation to economic life. Turkish economy cannot support a large growing population under the present circumstances. Women have to have more active role in all sectors of economy and be more productive . Also the Turkish education system has to be restructured in order to meet the needs of national and the global labour market demands. There is also a need to improve the Turkish society to higher standards and to convert more liberal thinking and modern life style. In order to solve women unemployment problems in Turkey, prudential and scientific based policies are to be introduced.

Keywords: Women unemployment, world , Turkey

INVESTIGATION OF THE OPINIONS OF CHILDREN WITH NORMAL DEVELOPMENT REGARDING INCLUSION PRACTICES

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The aim of this study is to investigate the opinions of children with normal development who have children with special needs in their classes regarding inclusion practices. In line with this aim, 11 children who attended elementary schools affiliated to the Ministry of National Education in Edirne Province and had children with special needs in their classes, and who, at the same time, participated in the research voluntarily were interviewed. In the study, the qualitative research method interview technique was used and the data collected was analyzed with content analysis. The results showed children with normal development had insufficient information on the subject of inclusion. In the study, it was determined that most of the children expressed that children with special needs were similar to children with normal development, that they were not given any information before children with special needs began attending classes, that there were fights between them after children with special needs joined their classes, and that children with special needs displayed behavioral problems during classes. Furthermore, the study showed that the children participating in the interviews preferred peers of the same sex as playmates and played games suitable for their sexes, and upon inspection of the statements concerning the classmates they liked the most and the least, that almost none of them mentioned children with special needs.

Keywords: Inclusion, Inclusion practices, children with special needs

Paper ID: 0324

CONCEPTUAL BASIS OF THE RUSSIAN FOREIGN POLICY DISCOURSE DURING THE PUTIN RULE PERIOD

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Many important changes are observed in the Russian Federation's foreign policy in the period starting with the collapse of the Soviet Union especially since 2000's with the Putin's coming to power ; those changes are mentioned as "Putinism". Although the Russian foreign policy is still defined as pragmatic during the Putin's rule period, it is ideologically constructed on the basis of the concept of "Sovereign Democracy" that is a new page in the post Soviet identity construction process , evolving from Antlantisisme to Eurasianisme. The intellectual debates on the "Sovereign Democracy" are introduced in the Russian foreign policy discourse essentially through the Russian Federation Foreign Policy Concept . The concept constitutes in the same time the source of loyalty of the Russian reelpolitik towards the West especially the USA and of the Russian anti-globalist policies.

The aim of this paper is to analyze the intellectual, normative an conceptual dimensions of the "Sovereign Democracy" phenomena that could serve to conceive on the one hand the foreign policy practice of the Russian Federation and on the other hand its dialectical relationships with the West in the circumstances of globalization. The critical discourse analysis of the "Sovereign Democracy" could allow us to better understand the current state in the Russian foreign policy's identity construction process.

We will refer sometimes to the Russian reelpolitik in our study but the validity of this discourse will not be verified by the praxis. In this respect our research will be limited to the recent construction of the Russian foreign policy identity through the "Sovereign Democracy" discourse during the Putin's rule period.

Keywords: Russian foreign policy, identity, sovereign democracy, discourse analysis

EVERY WOMAN CAN BE EXPOSED TO VIOLENCE, BUT NOT EVERY MAN DOES APPLY VIOLENCE: VIOLENCE AGAINST WOMEN AND MIDDLE-CLASS MEN

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Every woman can be exposed to violence, but not every man does apply violence: violence against women and Middle-Class Men
The work presented has been evaluated professional, educated middle class men living in the province of Central Black Sea (Samsun, Amasya, Tokat, Çorum) and their opinions on violence against women. The study is a qualitative study based on in-depth interviews with 40 men. In this study, middle-class men's opinion about which women are exposed to more violence and which men applying more violence is evaluated. In the study the men stayed that uneducated, economically dependent women and economically independent women are more exposed to violence. Similarly, uneducated, unemployed men are also using more violence. They believe that a middle-class man does not apply violence because they know what to be done before that stage. At the end of the study, they say that "every woman can be exposed to violence, but not every man does apply violence". This and other findings of the study are discussed with a critical perspective in the study.

Keywords: violence against women, middle class men, understanding of violence

Paper ID: 0327

MARGINALIZED MASCULINITIES AND STRATEGIES OF LEGITIMATION OF VIOLENCE AGAINST WOMEN: "FIRST ONE, ASK WHY

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"Marginalized Masculinities" and Strategies of legitimation of violence against women: "First one, ask why?"
The work presented is based on interviews with men who are convicted of crimes of violence against women and by a condition of probation within the scope of the law. The study is a qualitative study includes in-depth interviews conducted with 40 men living in Samsun. The study focus on legitimization ways of violence of men who are violent crimes those have to be clarified by the laws. In the scope of the study, some of men are denied their violence, and if they are not denied, then they choose legitimization ways for their violence. According to the marginalized men, violence is seen a result of some reasons, they emphasis on economic difficulties, labour market shortages, intrusive family and close relative relationships to understand the violence of men. By doing this on the one hand, they are trying to defend themselves for gaining justification; on the other hand, they are trying to put women as the source of the violence problem. All findings obtained by the study will discuss by taking the concepts "marginal masculinity" with the crisis of masculinity.

Keywords: Marginalized men, violence againt women, legitimation ways of violence

Paper ID: 0328

THE ATTAINTMENT CONDITIONS OF INTRA-PARTY DEMOCRACY

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Political parties have such a key point in the function of political regimes that regardless of their types, they are cornerstones of a democracy; and thus considered to be indispensable organizations for democracy in our day. Political parties bring contribution to the formation of political will in any country. In this sense, they are deemed to be indispensable components of political life. One of the most important problems of the political life in Turkey is the failure in attaining intra-party democracy. A wide sphere should be granted for political parties in order to attain intra-party democracy as much as possible.

Although there are some regulations on intra-party democracy and related provisions in the Constitution, they are mostly associated with the Law on Political Parties rather than the Constitution itself. Because, the Constitution is not expected to regulate the intra-party democracy. The Article 93 of Law on Political Parties regulates the intra-party democracy. According to this provision, "intra party activities, party administration and audit, elections for party organs and resolutions to be taken by party leader, party headquarter organs and party groups, actions and procedures to be conducted by political parties shall not be against party regulations, the principle of equality between party members and democracy principles". The Law on Political Parties should be arranged within the framework of democratic principles in order to provide legal assurance of intra-party democracy. Considering the existing regulations on this matter, we can see unfortunately that such regulations do not ensure intra party democracy. Some legal amendments towards the attainment of intra-party democracy may ease the resolution of this problem. This study will touch upon the intra-party democracy and legal amendments that should be conducted in order to attain intra-party democracy.

Keywords: Political Parties, Intra-Party Democracy, Law on Political Parties

Paper ID: 0329

THE RELATIONSHIP BETWEEN METACOGNITIVE DEVELOPMENT AND LANGUAGE
DEVELOPMENT OF CHILDREN

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In this study, the relationship between metacognitive development and language development of children at high socioeconomic and low socioeconomic status was investigated. This study was conducted with correlational research method. The study group consisted of 18 children who participate in early childhood education at independent state preschools and preschool classrooms of special schools at 2013-2014 academic year (9 children from low socioeconomic status, 9 children from high socioeconomic status). In order to investigate the children's metacognitive development, the scores related to Theory of Mind were acknowledged criterion as predictive of metacognition. 'Unexpected Content Task (FBT)' and 'Unexpected Location Task (ULT)' tests were conducted to measurement of Theory of Mind. In addition, as indicator of language development, Brown's stage, mean length of utterance (MLU) and different types of words usage were counted by using Systematic Analysis of Language Transcripts (SALT) program. On the other side, the usage of conjunctions, prepositions and pronouns included in indicators of language using skills were examined.

SPSS package program was used to analyze data of the study. Total Theory of Mind scores, and data related to the indicator of language development and language using skills were analyzed with Mann Whitney U test. The relationship between total Theory of Mind scores (FBT+ULT) and language using skills (conjunctions, prepositions and pronouns) were examined with Sperman's correlational coefficient.

At the result of study, it was found that there is a significant difference between the total Theory of Mind and language indicators scores of children from low and high socioeconomic status. In addition, there is a moderate positive relationship between total Theory of Mind scores and language indicators scores.

Keywords: Metacognition, Theory of Mind, Language acquisition, Brown's stage

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LEGAL RESPONSIBILITY THAT MAY OCCUR DUE TO GENETICALLY MODIFIED ORGANISMS AND PRODUCTS

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Concerns about genetically modified organisms (GMOs) increases day by day and serious discussions about those products are carried out in Turkey similar to other countries. Biotechnology, parallel to recent developments, gave scientist opportunity of changing properties of living organisms by applying gene transfer methods. These developments provide chance of transferring genetic features of a living organism to another one. GMOs, which are encountered frequently in nearly all parts of our daily life, affect not only human beings' health but also all other living things such as animals and plants.
Law no:5977 called as bio-security law has been enacted to determine principles and procedures about bio-security, to provide sustainability, to prevent harmful effect to humanbeings, animals, and plants, and to prevent risks that may emerge due to GMOs. In this study, we will describe what GMOs mean, application areas of these products, their effects to human and environment, their advantages and disadvantages, legal regulations about them, and how to determine legal responsibility when necessary precautions are not taken or when a harmful effect emerges.

Keywords: Genetically modified organisms, legal resposibility, Law no: 5977, danger responsibility

THE EFFECTS OF EDUCATIONAL VALUES ON LEARNING ENVIRONMENT

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The Effects Of Educational Values on Learning Environment

Teaching is a proffesion with emphasis on ethical and educational aspects. Therefore, teachers' proffesional behaviours should be guided by acceptable standarts. Teachers' behaviours that lead to educational values are related with attitude, expectations and norms. With the change in the educational values, it is possible to see changes in learning processes as well. Educational values of teachers in school environment will reflect to their behaviours, direct their educational activities and will be very effective in processing values of students.
The purpose of this research is to investigate the structure of teachers' educational values and the effects of these values on education. With this purpose, it is aimed to find answers to following questions: What is the structure of educational values? Does teachers's educational values vary according to demographic structures? Does teachers' educational values have effect on education?
Methods: This research was applied in elementary and secondary schools in Burdur city center and its districts with teachers who have been working in 2013-2014 educational year. There are 39 elementary and 42 secondary schools in Burdur and in its districts in 2013-2014 educational year. There are 1154 teachers which includes 503 teachers in elementary schools and 651 teachers in secondary schools. As application is aimed in all schools, there is no sample selection. 870 teachers participated in the study, but 861 of the questionnaires were evaluated. The data of this study was collected by using 'educational value scale' which consists of 37 items and was developed by Tomul and Çelik (2014).
Educational value scale consists of three dimensions which include "social, individual and relational educational values". These three dimensions explain %68,253 of total variance. In the analysis of the data, standart deviation, mean, frequency and percentage values are calculated. Statistical techniques used to analyze the data for determining the characteristics of the data was evaluated and the results of the study showed that they have a normal distribution. In comparisons between groups t-test and anova were used and relation status was determined by pearson correlation technique. Consequently: both class teachers' and branch teachers' individual values related with education are highest average however social values are the lowest. Educational values doesnt vary according to gender.

Keywords: Educational values, Learning Environment, Ethical

Paper ID: 0333

A NEW ROLE TO UNIVERSITY AND LOCAL GOVERNMENT. MAKING KNOWLEDGE WORK IN A LEARNING COMMUNITY

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With a political agenda deeply oriented to express a new perspective for wel-fare activities, "we can, from a postmodern perspective, begin to think of the learning society or the learning culture as themselves integrative ide-ologies of social policy" (Griffin, 2002). Some interpretative frameworks of the new trends in the evolution of the European Social Model are in fact trying to read the shift from the welfare to the workfare as an opportunity to force the movement towards an alternative model called learnfare.
The contribution we present here is a case study about the role played, in an Italian region, by the cooperation between a network of Universities (Centro Interuniversitario Campano di Life Long Learning) and the re-gional government in the shifting of what was before intended as "adult education" to what is now called Life Long Learning.
Through the design and the implementation of research and teaching ac-tivities, the Lifelong Learning Inter-University Centre has been building what was intended to become a learning community for the adult educa-tion system in Campania, involving networks of citizens, teaching staffs and researchers in a cumulative process aiming to the increase of both human and social capital. The partnership with local government has al-lowed to invest resources from the European Social Fund to strengthen the LLL Universities' function of "collectors and repositories of knowl-wdge and ideas" (Florida, 1995). The goal was to share among different "communities of practice" (Wenger, 1998) – learning adults, teaching staffs from different background and academic researchers – knowledge and experience to be directed to the planning and to the implementation of what was intended to become a source of social and economic innova-tion. The case study analyzes the actions and processes through which the networks so built succeeded in redefining the adult education sys-tem in a lifelong learning perspective and the limits of this success.

Keywords: Knowledge, learning community, policy

Paper ID: 0334

RELATIONSHIPS BETWEEN TURKEY AND RUSSIAN FEDERATION IN THE FIELD OF TOURISM

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After the disintegration of the Soviet Union, the relationships between Turkey and Russia accelerated considerably. The effect and importance of tourism in Turkish-Russian relations influenced political, economical, cultural, educational and strategically areas positively. The lift of visa requirements between two countries enabled both countries' people to visit each other mutually. Both countries' people had a chance to get to know and promote their cultures mutually via tourism. The Russian tourists who increased after 2000s had a grand potential for Turkey. Mostly Russian tourists –after the German ones- came to Turkey.

Russian Federation is an ethnically and culturally rich country. It is important for our compatriots living in Russia to visit Turkey. Recently, there is a remarkable increase in the number of visitors who go from Turkey to Russia.

In this study, the tourism aspect of the relationships between two countries was researched. It was found out that Russian tourists had a great potential. It was found out that tourism is important for improving economical relations. Thus, it was seen that both countries get the best via tourism. It is aimed via tourism to promote historical and natural beauties and increase the number of tourists. The contributions of tourism sector which is in the position of 'a smokeless factory' to both countries' economy were analysed.

In the findings used in this study, it is determined that tourism contributes to global peace, underlies mutual economical growth and development and makes contributions to promoting cross-cultural relations and breaking down prejudices.

Keywords: Turkey, Russia, relations of tourism, economy

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THE EXAMINATION OF MAKING DECISION STRATEGIES OF THE ATHLETES PARTICIPATING
EUROPEAN MIXED CURLING CHAMPIONSHIP

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The aim of this study is to examine making decision strategies of curling players at elite level and investigate whether there is significant distinction between the countries playing at European group A (the highest level) and group B (lower level of A group) at curling sport as regards making decision strategies scores and lower decision scores.
The sample of the study consist of 66 players participating from twenty two countries in the European curling championship held in Erzurum between the dates 5 - 10 October 2012.
First the knowledge about the aim of the study is gives systematically by scanning literature, so , theoretical from was formed about the subject. Then, in order to the study to reach its aim, Melbourne making decision Scale developed by Mann was applied to the players (1998).
The solution and assessment os the data, SPSS (statistical package for social sciences) packet program was used, and the level of $P < 0,05$ signyficancy level was taken. In the result of two data, it was observed that total making decision score averages of the players participating in two championship become high and there was more significant decision in the players of A classman countries than B classman's countries as regards making decision, panic making decision scores. But there is no distinction of meaning in the other sub-scores

Key words: Curling, decision making

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REPRESENTATION FORMS OF CITIES IN NEW MEDIA: AN ANALYSIS OF THE EXAMPLES OF BANGKOK, LONDON, PARIS AND ISTANBUL'S OFFICIAL WEB SITES

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Each city shapes people who it is interacting with, and at the same time, people also shape the city. This mutual interaction constitutes the city's discourse, language and story. Discourses that excite people and are awe-inspiring, call for people who don't know and recognize the city. Cities shape its communication through the systematic structure of indicators that constitutes them and the perception of this system. The situation of having money come to our mind when we think of New York or romance when we think of Paris emerges from the intersection of both physical and perceptional elements that belong to the cities. In our times each city works hard to differentiate and through this path to become more famous. In this point the advertisings in the web sites where cities introduce themselves and tell about themselves in their own voices and most of the time they meet their visitors for the first time gain importance. The web sites that are simple, user friendly and professionally prepared and in which maintenance is provided reserves an important place in not only short-term but also long-term social shareholder relations. In the context of the study, representation styles in the official web sites of the first three cities that take place in MasterCard Global Destination Cities Index 2013: Bangkok, London and Paris, and also Istanbul which was ranked as the 6th in this list will be analyzed with descriptive and content analysis techniques. Comparative analysis of contents that provides information and integration in the level of visuals and language would make it possible to define city promotions.

Keywords: representation, new media, city

Paper ID: 0339

THE EFFECT OF GLOBAL WARMING ON WINTER SPORTS AND WINTER TOURISM IN TURKEY AND IN THE WORLD

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The air, having crucial importance in the maintains of life, contains various gases in its content. Of these gases, those whose amounts are changed, Carbon dioxide can lead to global warming and growth of the average warmth of the world. This situation causes a number of problems; one of these is the increase of snow limitation alloy with the increase of warming.

It is detected that global warming average increases 1 °C in the 20th century. This increase caused 150 meter increase of snow line called as "snow reliable" and enough snow area for skiing, from winter tourism activities. In this situation, low-altitude ski-centers will be the first places which will be affected from global warming. One of the most important meetings where this subject was taken on is the conference held in town of Turin, Italy in 2003 called "world spot and environment" various scenarios about the subject have been put forward, and it is claimed that a number of ski resorts will lose their affectivity depending of the changing of snow reliable-snowline. Our country located in Alpine Orogeny system, has ski centers having international standards. The only center which is measured the thickness of snow line is Uludag. In the study, we examined warming and snow thickness of Uludag ski-center which has observation values belonging to 1970 – 2003 years, and the changing in this 39-year process was detected. In addition, considering attitude values of other ski-center, the effects of snow reliable-snowline on this ski-centers have examined.

Keywords: global warming, tourism

Paper ID: 0341

THE RELATION OF TOTEMISM AND SHAMANISM IN TURKISH FOLK DANCES
"THE EXAMINATION OF TURNA AND HEN BAR EXAMPLES"

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Human make the objects means by reflecting them over their existence. The objects were given names and burdens naturally as the natural result of being human. This assessment based on humanistic perception is a kind of comment. With the onset of social life process, human being started to assess the objects separately as harmful or useful for him. He witnessed the usefulness of the sun, the moon, the stars, water or mountains and trees, and in these results of the contact, human being made them sacred or sometimes goodness. It is not possible to exist concretely that which folk dance contents which meaning in the course of the history. It is also impossible that where the origins of a real folk dance go back or what they express. But without forgetting inventible changing of folk dances in historical process and the reasons affecting them, it is possible to detect the effects of beliefs belonging to Turk race on folk dances and in this thought reflection, to pursue the remarks of Turkish believes in Erzurum's bar, from traditional Turkish Folk dances which can reach at uptown.

In this study, it is aimed to detect and define new formats, and the remarks of Turkish beliefs on traditional folk dances and to find the relationship between these. While we look for the remarks of samanism and Totemism on the Turkish Folk dances, movement analysis were made. The similarities between natural behaviors and the movement of Hen and twins were analyzed in addition, results in dance were examined.

Keywords: folk dance, totemism, shamanism

Paper ID: 0342

THE LEVEL OF RELATIONSHIP BETWEEN UNIVERSITY STUDENTS USING TECHNOLOGY AND THEIR ALIENATION

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Nowadays, communities using changing technology expression instead of evolving Technologies expression. Becouse technology is a social phenomenon that changed society. Technology is a phenomenon as old as humanity. However, today, technology can not only facilitate human life. Technology starts establish a new paradigm of socialization. This new paradigm changes community's daily life practices. Thus a form of socialization will be reconstructed at the basic level. There is social symbol, news, information and emotion sharing determined by tecnology in society. Society's fun, games, information and shopping format becomes dependent tecnology. Technology centers when developing new products, they give importance to young people's needs and tastes. Because youths are more excited than other social age categories about socialization. Technology manufacturers uses this excitement. However, intensive use of technology by young people may leads to adverse developments. Youths may be insufficient when interpreting real life. They alienated to the real meaning of life
The aim of this study is to determine the relationship between university students' use of technology and their alienation. This study is a survey on Bozok University students.

Keywords: Alienation, University Students, Using Technology

THE PERCEPTIONS OF HEALTH PERSONNEL ABOUT ETHICAL LEADERSHIP BEHAVIOR

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The ethical leadership is an important method used for placing the ethic in the organization. The basis of leadership is the ethic and powerful leaders may have important affects both on the behaviors of followers and the fate of the organization. Also, the main reason of the researchers' interest in the ethical dimension of the leadership is this great power of the leader to influence. As in all organizations, the leaders in the health organizations are also responsible for creating and maintaining a culture that will emphasize the importance of the ethical behaviors. Employees learn the values and beliefs of their organizations by watching their leaders and behaviors of the leaders. Hence, the evaluations of the health personnel about the leaders' ethical behaviors, which can be taken as role models by health personnel, are of great importance. Although in the international literature a lot number of the studies with the topic of the ethical leadership in the health sector have been conducted, in Turkey the number of the studies in this area is extremely limited. The aim of this study is to determine the perceptions of the health personnel about their leaders' ethical behaviors and to detect whether the individual characteristics of the health personnel effect these perceptions or not. For this purpose, an ethical leadership scale which has the reliability and validity was applied to 206 health personnel in a public hospital in the province of Yozgat in Turkey. The results of this study show that health personnel's perceptions about the ethical behaviors of their leaders are generally negative. Also the results show that the perceptions of administrative staff, health personnel with postgraduate education, older and more senior personnel, and male staff about their leaders are prone to negative. Accordingly, in this study it was determined that while the variables of occupation, education, age, total years of employment and gender effects the perceptions of health personnel about the ethical leadership, the variables of marital status and receiving training related to leadership do not make an important difference in terms of the ethical leadership perceptions of the health personnel.

Keywords: Ethical Leadership, health personnel, hospital, ethic, Turkey

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POPULAR CULTURE BETWEEN INTEGRATION AND RESISTANCE IN THE
PERSPECTIVE OF CULTURAL STUDIES

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The Center for Contemporary Cultural Studies set a model for intellectual as well as interdisciplinary, collective and political studies and from the beginning of 1980s, a research tradition emerged in the USA, South America, Australia, Asia, South Africa, Western and Eastern Europian countries, Scandinavian countries and German-speaking countries as well as England. The studies of Grossberg, who linked British Cultural Studies to American Cultural Studies and contributed to its development have an important role in the research tradition of cultural studies. The analysis of popular culture and determination of subject's action capacity conditions play an important role in the studies of Grossberg. Within this framework, this study suggests the following reseach questions: What are the main specifications of Grossberg relating to the Cultural Studies discipline? Has Cultural Studies developed a theory design relating to popular culture within its research tradition? What are the conditions of action capacity of audience reception in media in Grossberg's approach? Is there a limit to the resistance potential of the audience reception? Does reception refer to the changes in life conditions? What are the roles of cultural, economical and political power structures in this process? Grossberg, contrary to the other representetives of Cultural Studies, approaches change as a result of economical and political spheres rather than cultural; and he underlines the power of determination of economical and political spheres, and that the meanings of reception and resistance and changing one's own life conditions are all different. It would be appropriate to use argumentative method in order to answer the questions above.

Keywords: Cultural Studies, popular culture, audience reception in media

DESCRIPTIONS IN FEREC BA'DE'S-SIDDE

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Descriptions in Ferec Ba'de'ş-Şidde
Ferec Ba'de'ş-Şidde is a work consisting of stories as a matter of "convenience after experiencing difficulties, happiness after experiencing sorrow". This work is work of Arab literature. Stories in the were started to collect from the 9th century A.D. The author of The Ferec Ba'de'ş-Şidde stories we work on is Ebu Ali et- Tanuhi (938-994).
Ferec Ba'de'ş-Şiddes, written in Turkish in Turkish Literature has begun to be seen from 15th century. Analyzing the stories, it has been confirmed that these are different from the stories written by Tanuhi. Altough they have same names, Turkish Ferec Ba'de'ş-Şiddes is accepted to be as originals Works of Turks. Stories, except from some motifs,are entirely different from Arabic and Persian originals. They were rebuilt to Turkish people pleasure, tradition, life style and form of expression. The simplicity of the language used in this story, the beauty of expression that increases the value of work is one of the most prominent features. Thousands of idioms and proverbs used in this work stands out as one of the most prominent feature is the expressions used in the description.
Persons, environment, nature, and and the use of language in describing the shape of the events are the examples that even for today. When we see the perfection of imagery, creating time, shaping and using Turkish skills in mentioned descriptions, it would be true to say that these stories are the reflection of Turkish verbal tradition to written literature.

Keywords: Ferec Ba'de'ş-Şidde, Description, Turkish, Turkish Literature

LOCAL REFLECTIONS OF GLOBAL BRANDS: THE CASE OF COCA COLA IN TURKEY

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The concept of globalization has emerged due to technological advances which have enabled the spread of goods and services without borders.

The world has become a "global village" in the market environment, meaning today's consumers have many options with the effects of globalization. Increasingly competitive environment of the market has led the brands to develop new strategies. Especially for the brands trying to maintain presence in the growing market, it has become necessary to develop new strategies. The competitive environment of the market has made it necessary for the global brands to use local strategies which as a result brought up the term of 'glocalisation'. Global brand have started to integrate with the local products of the countries they exist. Glocalisation term covers the countries cultural products, combines the local with the global brand and meets the needs of cultural interactions. Glocalisation , have forced the global brands to focus on 'culture' which reflects the value of their target markets. Culture has gained its importance especially in the global markets and requires more attention each day. Problems that the global brands have faced in foreign countries have pushed them to glocalisation. Brands entering global markets have come to a point where they cannot ignore cultural differences, which has lead the brands to apply new marketing strategies including local and cultural motifs.

Global Brands which have chosen Turkey as target market, has taken in account the importance of the cultural structure. As a result, the brands aim on changing attitudes by analyzing present attitudes of the Turkish people. To be able to influence attitudes, brands need considering the cultural structure of the locals which shows the consumer behaviors by their eating and drinking habits, clothing items, and lifestyles. As a result brands tend to make changes in the composition of their products. This change is aimed to create a new consumer behavior. Lifestyles are structured by traditions, even from past experience and especially by culture. Cultural structure affects an individual's point of view as well as life styles; therefore international brands should not ignore this structure.
Cultural differences in consumer behavior resulting from this study, we show you how to change the time of the individual stages of marketing communications developed for changing consumption habits through the case study based on the individual taking over the brand and culture, the approach is to determine a new road map.
In this study we have aimed to show; what kind of an affect that cultural differences have on consumer behaviors upon time; how an individual's consumer behavior can be changed by using marketing communications and examining each step to explain branding and culture by a case study. As a support of the study we have made review on a global brand's local strategies used in Turkey.

Keywords: Culture, Glocalisation, Marketing

Paper ID: 0349

SOME EVALUATIONS IN TERMS OF SOCIO–LINGUISTICS ON A PHONETIC ALPHABET MOVING
FROM THE WORK NAMED ILM-I AHLAK

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In this study, the work named İlm-i Ahlak, published in 1925 in Tashkent, Uzbekistan, prepared by Mullah Nizamuddin bin Hussein, published by Moallem Rustam Bik Yusuf Bik Oglu, will be based on. At the cover of the work, there is a phrase related to content and language: "This is a book of moral written in Turkestan accent in a plain language". As there was a Turkestan SSR, an autonomous state, around Tashkent in the year of publication of the work, the term of "Turkistan accent" has been used for the books which was published. According to the terminology of today, the language of this work is Uzbek language.
When we read the work, written with Arabic script and without vowel mark, in the ratio of the Arabic alphabet opportunities, the language of the work is so clear and understandable for the Turks of Turkey. In this article by looking for something new, we have tried to find an answer for the following question: If we write the same work with the Cyrillic and Latin alphabets which have further fonetic features than Arabic alphabet then what difference does it occur? The subject of this study will be the answer of the mentioned question.

Keywords: The Ilm-i Ahlak, Phonetic Alphabet, Socio-linguistics,Turkestan Accent, Uzbek Language

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LEGAL STATUS OF PROSECUTOR IN TURKISH LEGAL SYSTEM

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Legal Status of Prosecutor in Turkish Legal System
In criminal proceedings, describing legal status of prosecutor as judicial-administrative body has become controversial in recent years. In our legal system, there is tendency to strengthen the position of prosecutors. From the point of view of freedom, it is very important to have protection against the impeachments of executive power. The European Court of Human Rights also points out that, the real indication of independence comes from absolute freedom against executive power. In the Turkish Constitution (art. 9, 138/1, 140/2), the impartiality of judges is emphasized, yet there is no reference to the position of prosecutors. In this study, the independence of prosecutors are examined from the point of international documents, Turkish Constitution and Turkish Code of Criminal Procedure. In this study, prosecutors' freedom of expression vis-à-vis executive power is also examined.

Keywords: legal status of prosecutor, the position of prosecutors, the independence of prosecutors, criminal proceeding, Turkish Code of Criminal Procedure

Paper ID: 0352

THE INVESTIGATION OF AN ALTERNATIVE MODEL ON INVOLVEMENT PROCESS OF CHILDREN

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According to the 12th article of United Nations, convention on the rights of the children; children have the right to express their views on any subject regarding themselves and this article necessitates direct involvement of the child. In the 13th and 15th articles of the convention on the rights of the children, rights for free expression of ideas, right to form associations and right of peaceful assembly are constructed. At the present time, while the number of studies on the involvement right of children is increasing, it is seen that new models on involvement process are also developed. One of the models which examine the involvement process of children was developed by Harry Shier in 2001. This model was developed as an alternative to the other models which examine the involvement process especially to enable educators to discover various aspects related to involvement process of the children. This model examines the involvement process of children in 5 levels on the basis of 12th article of convention on the rights of the children. In the first level, the process of listening to the children; in the second level, the encouragement of children to express their views; in the third level, taking the views of children into account; in the fourth level, the involvement of children to decision-making processes and in the fifth level, children's taking responsibility and having right to speak in decision-making are examined. The questions in every level of the model aim to define involvement levels of the children. The aim of this study is to introduce this model -developed by Harry Shier to support the involvement process of the children- to our country and to explain how involvement levels of the children are defined in this model.

Keywords: the rights of the children, involvement right of children, alternative model

Paper ID: 0353

FIELD TRIPS IN PRE-SCHOOL EDUCATION

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The aim of the study is to investigate the effect of field trips on recognition and learning of social and cultural features of the environment where the preschool children live. 4 female and 7 male children who attend a public school, one preschool teacher and three parents were included in the study. Within the scope of the study, case study which is one of the qualitative research methods was used and a Turkish delight factory in Afyonkarahisar province was visited. In the context of the study, a field trip which consists of pre-trip, during trip and post-trip activities was planned and carried out with the study group. Semi – structured interview forms, the pictures of Turkish delight the children draw before and after the trip, the photographs taken during the trip and videos were used as data collection tools. The data collected in the study was evaluated using content analysis. At the result of findings of the interview forms applied before and after the trip and the pictures the children drew; it was observed that the children attained new information on Turkish delight, the production stages of Turkish delight has attracted their interests and they felt excited and happy during the experience. Besides, when compared with the pictures before the trip, the pictures they drew after the trip were more detailed. Upon the analysis of photographs and videos taken during the trip, it was observed that the children asked many questions, seemed very happy and watched the activities in the factory very carefully. The parents who took part in the trip expressed their enjoyment upon participating in the trip and the contributions of such trips in terms of social and cultural development of children. At the result of the interview with the teacher, she emphasized that field trips give students opportunity to live and learn, enable retention in learning through concrete experiences and supports social life experiences.

Keywords: preschool education, children in preschool period, field trip(s)

Paper ID: 0358

A COMPARISON BETWEEN THE SOCIAL BEHAVIORS OF PRESCHOOLERS ATTENDING TO PUBLIC AND PRIVATE INSTITUTIONS BASED ON TEACHERS' ASSESSMENT

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This study intended to investigate whether there is a significant difference between the social behaviors of preschoolers attending to public and private institutions in terms of some variables (type of school, gender, time length of attendance, parents' ages and their level of education) based on teachers' reviews. The study group was consisted of a total number of 104 children, aged 5-6, from public (52) and private institutions located in Afyonkarahisar during 2013-2014 academic year. For the data collection process, "Demographical Information Questionnaire" and "Scale for Teachers' Assessment of Social Behaviors" which was developed by Cassidy and Asher (1992) and adapted to Turkish children by Seven (2010) were used. The data from Scale for Teachers' Assessment of Social Behaviors were analyzed through Mann Whitney U test when investigating any difference between two groups and Kruskal Wallis H Test with Bonferroni correction for more than two groups after a normality test procedure using Shapiro-Wilk test. According to the results, preschoolers attending to private institutions were found out to show more prosocial behaviors compared to those attending to public institutions whereby the preschoolers attending to public institutions showed more shyness in comparison with the preschoolers attending to private institutions. In addition to these, there have been significant differences found in the sub dimensions of Scale for Teachers' Assessment of Social Behaviors caused by the variables as follows; gender, time length of attendance, parents' ages and their level of education (p<.05)

Keywords: Early childhood education, Social behavior, Public and Private Kindergardens

CULTURAL, POLITICAL, HISTORICAL AND THEOLOGICAL BASES OF NAMING
IN TURKISH SOCIETY
(A FIELD RESEARCH TOWARDS ANALYZING THE PLEASANTNESS OF THE NAMES – ELAZIG
CITY SAMPLE)

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Such denotations as person, object, place etc. have always been used as a necessity of the social life from past to present. That application used for knowing or separating individuals from each other's arts at the moment when the individual is born and often takes place as a ritual and naturally without the opt of the person. It is no doubt that this action also corresponds to a communicative functionality and to the code representing or symbolizing the person. There is a semantic aspect of the names too. In the application of the naming which is generally in the possession of the family elders, it is seen that naming occurs mostly from the cultural elements, from the names coming to the fore at the political considerations, from the historical figures, from the ideological sensibilities or from the theological factors through imitation. However, it is seen that some elements considered as modern and belonging to the different values from the culture that the popular characters and individuals coming to the fore at Kia are added to these in time. Yet, it is an open ended question how that differentiation system being the semiotic of the individual's identity and relation is accepted in the advancing life of the individual.

In this study, whether the individual are pleasant with their names or not has been probed by being supported with the application of a survey after the cultural, political, historical and theological bases of naming were studied. The basic hypothesis of this study which was based on the issue to what extent the individuals are pleased with the names given them under coercion has been built on "dissatisfaction" and the analysis of the issue has been aimed in this sense. The data obtained from the randomly selected samples and limited to Elazığ City has been tried to be analyzed by being input in to the SPSS program and tabulated. Significant findings about the name pleasantness have been reached at the end of there search.

Keywords: Turkish Society, Naming, Pleasantness

DEVELOPMENTS BEGINNING FROM ISTANBUL STOCK EXCHANGE TO BORSA ISTANBUL

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Within the frame of the new Capital Market Law, Istanbul Stock Exchange (ISE) was incorporated and under the date of December 30th, 2013 Borsa Istanbul Inc. was established. This change caused several significant differences in the structure of Borsa Istanbul too. ISE, Istanbul Gold Exchange and Turkish Derivatives Exchange (TURKDEX) allied under the roof of Borsa Istanbul. This significant step in the way of becoming a powerful stock exchange aims to make Borsa Istanbul "a financial supermarket". With this development, it is predicted that Borsa Istanbul shall increase the competitive power by reaching larger investment mass and therefore shall contribute Istanbul to become a financial center.
The purpose of this study is to determine the areas that this alliance occurred under the roof of Borsa Istanbul affected Borsa Istanbul, Istanbul Gold Exchange (now it is called as Precious Metals and Diamonds Markets) and TURKDEX (now it is called as Futures and Options Market). In this study, the negative or positive effects of the alliance on the markets shall be tried to be discussed by presenting the developments in the markets before and after the alliance.

Keywords: capital market, Borsa Istanbul, Precious Metals and Diamonds Markets, Futures and Options Market

ANYTHING HAS CHANGED EVER? THE RELATIONSHIP OF FOLLOWERS' AUTHORITARIAN PERSONALITY, RELIGIOSITY, AND SEXISM WITH THEIR LEADER PREFERENCES IN VARIOUS CONTEXTS

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The aim of the present paper is to examine the effects of individuals' authoritarianism, religiousity, and sexism oriantations on their preferences for different leadership styles (namely, paternalistic, task-oriented, and relationship-oriented leadership styles) in different contexts (namely, business, military, and political contexts). Participants were 539 individuals (Nstudent = 90, N employee = 449) who completed the survey packages on the basis of voluntary participation. Preliminary analyses of the proposed models conducted with Structural Equation Modeling (SEM) method using AMOS 6.0 software. The proposed fully mediated model in which preference for paternalistic leadership was the dependent variable provided good fir to the data [χ^2 (7, n = 402) = 8.16, p > .05, RMSEA = .02, GFI = .99, AGFI = .97, NNFI = .95, CFI = .99]. The findings revealed that, participants' authoritarianism, religiosity and hostile sexism tendencies predicted participants' paternalistic sexism orientations (β = .13, p < .05, β = .66, p < .001, respectively) which, in turn, was positively associated with their preference for paternalistic leadership style of their supervisors (β = .16, p < .05) independent of the context of leadership. Taking into account that paternalistic leadership is a common and welcomed leadership style especially in Middle East and Asian cultural contexts (Aycan, 2006), these findings may stimulate interesting research questions and empirical study topics for researchers in the field. The findings are discussed in terms of theoretical and practical implications along with suggestions for future studies.

Keywords: authoritarian personality, religiosity, sexism, preference for leadership styles

A STUDY ON ANTISOCIAL BELIEFS AND ATTITUDES OF THE ADOLESCENCES AGED BETWEEN 9 AND 16

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Throughout the world and Turkey, it is a common phenomena that aggressiveness, violence and antisocal beliefs and attitudes are on rise . The aim of this study is to search adolcences' anti-social attitudes aged between 9-16 in terms of sex, age and families' attitude to such mentioned age group . The group is composed of 566 students who studies in high schools in Antalya in averege age (age=13.30±1.55) . As a data collection tool, scale developed by Butler, Leschied ve Fearon (2007) and its adaptation to Turkey by Bal (2010) and his 'Antisocial Beliefs and Attitudes Scale (AİTÖ)' and individual information questionnaire prepared by the researcher is used. According to results of the research AİTÖ scores shows statistically meaningful differences in terms of gender, age and families' attitudes.

Keywords: Antisocial belief, antisocial attitude, age group between 9-16

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SOCIALISM'S VIEW OF CLASSICAL LITERATURE

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Firstly, "classical literature" in the title is not the sense of literature, which is among the western literary movements and based on ancient Greek and Roman art, but the Classical literature, which consists of poems written with "aruz" prosody in Muslim-Eastern geography after Islam and is the common heritage of Arabian, Persian and Turkish literatures that continued until the beginning of 20th century.

The October Revolution has become the beginning of a new period in the world in every field from industrialisation to defence, from politics to social life. The "Socialist" understanding, which is the conclusion of this revolution, has left a deep impact continuing until now on the members of the Soviet Union including Central Asian Turkish communities. This movement, which has given a new shape to social, economic and political life has established in a short time in society's memory being reflected in art and literature.

In addition to many military, political, social and economic reasons literature, music and each of other fine arts have had an important place in the preparation, happening and becoming permanent of the October Revolution. In other words, the Soviet regime has taken the advantage of disciplines such as painting, music, poem, and sculpture in the rule of a broad Muslim population involving Central Asian Turkish communities.

Socialism is a doctrine which does not basically include religious and abstract views. Yet, Classical literature, which is mainly based on the Quran, the Sunna and consequently Sufism, has not been completely rejected by socialist thought. On the contrary, classical poems, in spite of "feudalism" which is the period before the revolution, have been dealt with and glorified because of their educating the society through art.

Keywords: classical literature, socialist, sufism, aruz

THE EFFECTS OF ORGANIZATIONAL CAPABILITIES ON INNOVATIVE PERFORMANCE: A RESEARCH AT "KONYA TEKNOKENT"

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In today's highly competitive environment, the enterprises who wants to survive must be innovative structured. Innovative performance, which is expressing organization's innovation capacities, adopting these innovations and applying them successfully, is one of the issues that need to be emphasized for enterprises. Organizational capability, which is the capacity to use the competence of an organization, is an important factor in enhancing the innovative performance. The purpose of this study is to explore the relationship between organizational capabilities and innovation performance. For this aim the survey applied to 64 enterprises operating in Konya Teknokent. SPSS 15.0 was used to analyze the results. According to results, organizational capabilities are positively related with innovation performance.

Keywords: Organizational Capabilities, Organizational Skills, Innovation, Organizational Innovation, Innovation Performance.

THE RELATIONSHIP BETWEEN TEACHERS' ATTITUDES TOWARDS LEARNING AND TEACHING PROFESSION

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By achieving the goals in the classrooms as a sub-systems, the system can achieve the main goals have been determined. Teachers play a key role in this process. The attitudes and behaviours of teachers who are the role modal in this process for their students affect the students' attitudes and behaviours. Therefore it can be thought that the attitudes of teachers, who not only teach but also learn, towards learning can affect their students' attitudes towards learning. The attitudes towards learning has a key role in individuals' lives, works they undertake, achieveing their goals, solving problems they encounter and adaptation to the changes (Kara, 2010). In the context of education, there are researches which indicate that the attitudes towards learning is more affective than contexts of lessons and methods applied during the class (Güven, 2008; Karagiannopoulou & Christtodoulides, 2005; Rula, 2006). If it is considered that the teachers' attitudes towards learning has a role in their attitudes towards teaching profession and the students' attitudes towards learning, it is clear that primarily teachers' attitudes towards learning should be searched. Hence the aim of this research is to determine the teachers' attitudes towards learning and teaching profession. The study group consists of 35 teachers who do master degree in educational sciences, 150 teachers who do non-thesis master degree in educational sciences and 150 teacher candidates who register Teaching Certificate Program in Yıldız Technical University. As instruments "The Scale of Attitudes towards Learning" developed by Kara (2010) and "An Attitude Scale of Teaching Profession" developed by Üstüner (2006) are used. It is searched whether teachers' attitudes towards learning differentiate according to their age, gender, education level and whether there is a relationship between teachers' attitude towards learning and teaching profession. Analysis still continues.

Keywords: attitudes towards learning, attitudes towards teaching profession, teacher, teachers candidates

A GENERAL ASSESSMENT ON SIDE BENEFIT PRACTICES IN TURKEY: THE CASE OF ISE 100

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In view of the contemporary economic conditions, a wage rise poses a major challenge, particularly for the public sector. Businesses emphasize the key role played by side benefits in terms of motivating the employees, boosting employee performance and commitment, reducing turnover rates, and establishing work-life balance. Side benefits are additional advantages or good results that come from something, besides its main purpose. Side benefit practices are classified as follows; security services (private health insurance, individual pension, and etc), practices oriented towards establishing a work-life balance (paid leave for child care, child care service, and etc), training and development opportunities (support and encouragement for personal development sessions and seminars, and etc), practices oriented towards improving life quality (parties, on site sport centers, mess allowance, advance payments, extra off-days, and etc), goods and products (mobile phones, computers, cars that could be used off the job, and etc), and flexible work design (flexible work hours and teleworking/home office opportunities, and etc). Side benefit practices have been diversifying day by day across the world and in our country as well. To exemplify, one of the best companies to work for, Google Co. provides its employees with services such as flexible work hours, on site sports facilities, gaming, and massage chairs. According to the 9th Policy Research on Initial Fees and Side Benefits conducted on 91 companies in Turkey by Pricewaterhousecoopers (PwC) in May 2013, 97,8% of the companies provide mess allowance to their employees as a side benefit. The lowest percentage (4, 4%) belongs to home-office practices. In our study, the side benefit practices implemented by the biggest industrial companies, listed by The Istanbul Chamber of Industry and known as ISE 100, will be explored. The websites of the ISE 100 will be thoroughly investigated with a view to ascertaining a Turkish-type classification and assessment as regards side benefit diversity.

Keywords: Human Resource Management, Benefit Practices, Life Quality, Work-Life Balance

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EFFICIENCY OF INTER-STATE ARBITRATION FOR RESOLVING INTERNATIONAL DISPUTES

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Efficiency of inter-state arbitration for resolving international disputes
International disputes are needed to be solved efficiently, reliable and permanently all over the world. The peaceful settlement methods are always subject to outstanding fail at compulsory execution of public international law. The default procedures of International Court of Justice (ICJ) of United Nations prompt states to submit their "legal disputes" to the Court. On the other hand, the disputes which are chronical, fatal and included the element of armed conflict are generally falls out of the jurisdiction of ICJ due to the requirement of mutual agreement of the disputes parties.
Apart from voluntary basis of all peaceful mechanisms, judicial procedures are expected to offer a deficit and final solution. It appears that this effectiveness has been mostly interconnected with the support of the parties to the mechanism. More control the states have over the judicial process, the more guaranty it affords in as much as the state sovereignty is still an important constituent of public international law. The optional features of arbitration process give the opportunity to the parties to choose the arbitrators, procedural rules and applicable law. And it provides them to avoid the unknown and risky decisions under the default Statute of the ICJ. Notwithstanding that the unpopularity of inter-state arbitration in last decade, in can be said that arbitration would in fact be a desirable judicial method for disputed parties if especially they are in an extremely political situation which they reject giving up their sovereignty.

Keywords: International disputes, effective solution, arbitration.

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MARRIAGE AND DIVORCE IN TERMS OF POSITIVE AND NEGATIVE SOCIAL CAPITAL: THE CASE OF GERMANY

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Studies on social capital focus on both positive and darker aspects of social capital. One of these dark aspects related to the members of social capital is its binding aspect. The related negative outcomes of social capital trigger interpersonal pressure.

The present study reveals how individuals who live in Germany and maintain marriage through social capital and social relationship networks produce negative consequences of social capital and separation. Interviews with 9 divorced people were analyzed by means of discourse analysis and coded in terms of "acquaintance", "pressure/limitation", "social relationships", "family effect", "cultural difference", "relative affairs" concepts.

As a result of the interviews, it was determined that some relationships which are maintained through social capital (such as marriage) are gradually reshaped and reproduced and as a result social capital has a negative direction, which results in resolution of the existing connections. This negative influence generally reflected as direction/pressure and limitation in individuals' behaviors.

As a result of the study, it was found that the social relationships which lead to maintenance of the marriage bond gradually produce negative social capital. On the basis of this, it could be argued that analysis of social bonds in the establishment of the marriage bond and the weakening of this bond forms the basis for our study.

Keywords: Social bonds, social capital, cultural difference, marriage, causes of divorce

CORPORATE UNIVERSITY AS A DYNAMIC STRUCTURE PROVIDING COMPETITIVE ADVANTAGE DURING STRATEGIC MANAGEMENT PROCESS

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Corporate university is a strategic human resource practice of relatively recent recognition, the first Turkish prototype of which was established by Mudo Textile Co. in 1999. The concept of a corporate university has emerged on historical stage along with four major eureka moments of the modern times (Storey and Bungartz, 2005). Among those social dynamics that helped shape the need for corporate universities are; the appearance of knowledge economy and learning organization as a key management discourse; the effect of corporate structure in leading managers to focus on corporate principles and practices as "corporate glue"; the spread of communication technologies and their alignment with and increasing utilization for training and development practices and the increasing diversity in education systems; and the movement from the curriculum-based education to a task-based one, from the campus-based to a distributed one, from the pre-occupation to a continuous one and from the standard one-route to a multi-method one.

There exists a broad literature on the idea of corporate university and its general principles. However, studies highlighting the strategic competitive dimension of corporate universities and evaluating the Turkey practices from a competitive dynamics perspective were not encountered. Turkey's corporate universities, as a country historically and chronologically belated in measuring up to the notion of corporate university, are young structures in pursuit of creating their own language by integrating Turkish supra-identity and corporate culture into the university function. In this sense, this study aims to put forward whether corporate universities in Turkey could be considered among the dynamic structures providing competitive advantage during strategic management processes.

Keywords: Corporate university, competitive advantage, Turkish corporate universities

Paper ID: 0374

TATARS IN TSARIST RUSSIA POLITICS: SAMPLE OF DALA VILAYATINIÑ GAZETI.

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"Dala Vilayatınıñ Gazetı" (Kirghiz Steppe Newspaper) was published by Russian administration in Russian and Kazakh Turkish in the city of Omsk which was the administrative center of Stepnoye General-Gubernatorstvo [Steppe Region or Dala Province] between 1888 and 1902. The goal of the Russian military governorship which published this newspaper was that – as stated in the first issue of it – to publicize the royal decrees of the Czar and the orders of the government, to know the locals better, to meet their needs and so on. All the articles of "Dala Vilayatınıñ Gazetı" during these years have thematically been studied and the information obtained has been evaluated in.

"Dala Vilayatınıñ Gazetı" had an important role in Kazakh modernization: it enabled to raise first writer generation; the process of the Kazakh written language effloresce reached an important level; increased the Russian effect on Kazakh people; it gave perceptible information to the society about the Russian governing structure and functioning; it reached new developments about financial and trading areas to large masses; it was effective on adopting modern education and scientific studies; is a beneficial resource about the history of Kazakh idea and a literature community and the emergence of modern Kazakh written language.

Thus, in this study it has prominently come out that in Dala Vilayatınıñ Gazetı was published many news and articles about the Tatars. In some of them the Tatars shown to Kazakh as a sample in the other news and article Tatars harm them and Tatars were harshly criticized.

Keywords: Dala Vilayatınıñ Gazetı, Tatars, Tsarist Russia Politics

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A CONCEPTUAL STUDY ON EMPLOYER BRANDING AT THE INTERSECTION OF MARKETING, COMMUNICATION AND HUMAN RESOURCES MANAGEMENT

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The prerequisite for Companies to take the lead in the competition today is the talented employees which is the hardest strategic resource to reproduce. One of the most important agenda for companies is to be able to attract the employees in question and become a preferred employer.
In this process the Companies are heading towards taking advantage of brand management strategies in order to differentiate from their competitiors. The notion of brand which is a subject of the field of marketing is cooperating with the field of human resources and communication due to the changing market conditions and in order to satisfy the expectations and needs of employees, and thus we have the concept of employer branding. In this study the importance of employer branding and the strategic advantage it will provide to business will be discussed with a detailed analysis of the literature.

Keywords: Employer Branding, Brand Management, Human Resources Management, Talent Management, Marketing, Communication

Paper ID: 0376

USE OF CHILDREN'S CHARACTERS IN THE TV COMMERCIALS:
THE CASE OF TURKEY

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There are some universally acknowledged ways of persuading people to purchase a product. Burton (1995: 152) defines these ways as repetition, rewarding, punishing, association with values, identification and mimicry, group identity, admiration and envy. Moreover, commercials, regardless of whether they are related to products targeted at children or not, may involve child figures due to the concerns for higher attention and credibility. People tend to be attracted to children as they find their voices, faces and mimics cute and believe in their sincerity and innocence. Hence, broadcasters are keen on children's appearing in commercials. This is a sort of child abuse. For instance, showing children as lovely or needy individuals in commercials constitute so-called harmless aspect of child abuse. Children are presented as objects to be viewed on television; and it is not unexpected that seeing their peers on screen, child audience tend to identify with them.

Like in other countries in the world, there are television channels whose revenues substantially rely on commercials. In this study, the broadcasts during the prime time of a commercial television channel in Turkey with the highest percentage of the viewers were recorded for a week. The involvement of children in commercials of the products irrespective of whether they are targeted at children or not was studied by means of content-analysis method. In addition to this, the commercials broadcast were analyzed in terms of their compatibility with the criteria required for the protection of children.

Commercial concerns restrain professional broadcasters from producing commercials that prioritize children's rights. However, they should be reminded to fulfil their responsibilities through several studies.

Keywords: Child, Commercials, Television

WITNESSING THE DOMESTIC VIOLENCE OF FATHER TOWARDS MOTHER IN CHILDHOOD:
SCALE DEVELOPING STUDY

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The purpose of the study is to develop a scale to determine the situations of "Witnessing Domestic Violence of Father towards Mother" in childhood and adolescence of university students. "Violence between Parents, from father towards mother" form of Conflict Tactic Scale-(CTS) developed by Straus (1979), checked for validity and reliability by Arslan (2002) and Baykal (2008) is used with small changes in accordance with expert opinions. Scale is applied to 200 male students in Gazi University Faculty of Tourism. Analysis of the obtained data is done with the help of SPSS program.

In the structural validity of the scale, exploratory factor analysis (EFA) and in the determination of reliability, Cronbach's alpha coefficients of consistency are calculated. To check if the scale is compatible with factor analysis, KMO and Bartlett tests are applied. As a result of exploratory factor analysis, KMO statistics is found as 0.93, (KMO>0.50) and Bartlett globality test is found as significant (p<0.01). Accordingly, the analysis can be made that the data set is suitable for factor analysis.

According to the stated total variance values for factor analysis, one factor explains 64.898% of total variance, and two factors explain 75.202%. It is reached as a conclusion of exploratory factor analysis that the scale consists of two factors (Witnessing Verbal and Minor Physical Violence Factor and Witnessing Serious Physical Violence Factor) and these 2 factors explain the 75.202% of the variance.

After the determination of the number of factors of the scale, factor analysis is repeated and varimax rotation process is applied to the scale. As a result, 7th and 8th articles are removed from the scale. Cronbach's Alpha coefficients calculating the general and sub-dimensions of the scale are larger than 0.700. Accordingly scale and sub-dimensions have high reliability levels.

Keywords: Violence, Childhood and Adolescence, Violence of Father towards Mother, Scale Developing

Paper ID: 0381

CAUSES OF TERRORIZM IN TURKEY

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In this study the causes of terrorism based on ethnicity in Turkey and solutions are being investigated.
In this context, in the province of Diyarbakir 200 members of 22 Non Governmental Organization (NGO)'s board of directors were involved in the survey. Results of the study show that feeling under pressure and marginalized affects the status of how people define the PKK. Prevention of education in native language, lack of political representation, cultural rights which are not given and oppression and violence experienced in the past are seen to be the most important reasons of terrorism.

Keywords: Terrorism, Ngo, Turkey

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THE EFFECTS OF ORGANIZATIONAL SILENCE ON THE JOB PERFORMANCE IN HOTEL BUSINESSES

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Organizational silence is a popular issue of organizational behavior and human resources management which has a crucial role in individual job performance. Organizational silence, which has influence on work outcomes, is one of the most important factors in working life. It is very important in influencing attitudes and behaviors of employees by ethical values and rules. The purpose of this study is to investigate the effects of employees' silence behavior on job performance in hotel businesses. After a literature search that related to subject, a questionnaire was developed from the previous studies. Data were collected at five-star hotels in Antalya and Mugla Regions by research groups in face-to-face interviews with 442 employees in 2013 and were analyzed with PASW statistical program. Firstly, the validity and reliability analysis was conducted on data. Secondly, structural and convergent validity of the data have revealed with the factor analysis. Thirdly, correlation analysis was used to investigate the relationship between independent variables and job performance. Finally, it was tested using a regression analysis to determine the affects of organizational silence variables on the factor of job performance. As a result, research findings suggest that a significant relationship was found between independent variables and employees' job performance.

Keywords: Organizational silence; Job performance; Hotel businesses

Paper ID: 0356

GENDER SELF CONCEPTS OF TURKISH 5-6-YEAR-OLD PRESCHOOL GIRLS

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The aim of this research is to better understand the ways Turkish preschool-age girls think about themselves particular to gender identity development. This qualitative study will try to explore the perceptions that 5-6-year-old preschool girls have about themselves with regard to gender identity and gender role expectations. What self-concepts do Turkish preschool-age girls develop about gender, and what does that mean for them? How do preschool girls view and value being girls?
To examine this topic, as conceptual framework, Bussey and Bandura's (1995) social cognitive theory of gender role development will be followed. Phenomenological approach of qualitative research will be used. 38 preschool girls aged 4 and 5 participated in this study. Data was collected through interviews comprised of 13 semi-structured open-ended questions. Five of the questions were adaptation of the Slaby-Frey (1975) Gender Constancy Interview (GCI) and the rest of them were adaptation of Massora's (2012) narrative interview on the same topic. Questions contained three subcategories: play, perception of self and concepts about being girls. An open coding system will be utilized to code data from transcripts.
Research has shown a comparative lack of concern for gender identity development in Turkish preschool girls. In reference to previous literature on gender identity development, and in response to underrepresented research specific to Turkish preschool age girls, the current study will be imperative. This research will be useful to educators, creating a dimension of understanding of preschool-age girls' perceptions of themselves.

Keywords: preschool girls; self-concept; gender identity; gender roles

Paper ID: 0384

THE OPINIONS AND EXPECTATIONS OF STUDENTS WITH SPECIAL NEEDS WITH REGARD TO INCLUSIVE EDUCATION

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In order to ensure that people with special needs can function as independent and productive individuals in the society; their needs should be identified and proper educational settings and programs should be provided to them accordingly in private institutions, special classes in mainstream schools, and in mainstream classrooms. Providing education to people with special needs in mainstream classrooms in the form of inclusion is the most widely accepted and used method in this respect. The success of the inclusive classrooms is highly dependent on the active participation of teachers, families, peers, and individuals with special needs as well as social acceptance, the realization of student needs, supportive special education, and via effective administration and education. An analysis of the relevant literature shows that there is a significant gap with regard to the opinions, suggestions and attitudes of individuals in need of special education towards inclusive education. This study aims to determine the opinions and expectations of students diagnosed with mental deficiency and learning disabilities with regard to inclusive education. Fourteen primary and secondary school students participated in the study who were selected using the purposeful sampling method. Moreover, the relevant data was collected via semi-structured interviews, and were analyzed and are continued to be analyzed using the bottom-up analysis method. Preliminary findings suggest that students have almost no expectations from the education they receive and that inclusive education programs do not involve the program modifications put forth in the related literature that allows the programs to progress sufficiently.

Keywords: inclusive education, students with special needs, educational settings

Paper ID: 0385

AN OLD ANATOLIAN TURKISH INTERLINEAR QURAN TRANSLATION

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Turks, as all communities who accepted Islam, have done, had been translated the holy book of Islam religion, Quran, to their own language. Since the period of Karakhanid, Quran was translating to Turkish and these translations are very important instruments for tracing and determining the historical periods of Turkish language. Turks, who have been committed Islam religion, had been very painstaking for translating the holy book of their committed religion to their own language. At the begining usually interlinear translations are made. In the verbatim translations, Turkish meanings had been written right under the Arabic word or phrase for every one of them. In this study, the interlinear translation of Quran, which have been involved the archieve of British Museum in 1924 and registered today at British Library OR 9515, is subjected. Primarily, the text is formed by transcripting the Turkish part of the translation. Important grammatical features of the text are indicated. Furthermore, Turkish, Arabic and Persian indexes have been formed. Turkish translation have been made approximately at fourteenth century. Since it includes plenty of examples about mixed structure of Turkish language, this translation is important. Furthermore, there are some remarkable diversities of it's writing. Especially the palatal "N" is used plenty of different ways like no other text. For this translation, without copied date, interpreters and transcribers, there are some attempts to enlighting the time and the area of the translate, in the study.

Keywords: Quran translation, old Anatolian Turkish, manuscript

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A REVIEW OF THE NONVERBAL AND WRITTEN COMMUNICATION IN THE WORK OF BORIS PASTERNAK NAMED AS "DOCTOR ZHIVAGO"
P.S: SUITABLE FIELDS COULD BE BOTH LITERATURE AND COMMUNICATION

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Communication is an exchange of thougts, feelings and information, between beings in nature, especially between the people. Interpersonal communication is divided into two main groups: verbal communication and nonverbal communication. The type of communication expressed by talking and writing is named as verbal communication. Means of verbal communication, which is based on speech, are words. But written communication includes any type of information transfer in writing, even that e-mail.
The verbal communication is foundation stone of folk literature works and written literary works. So, in the literature only verbal communication is used. Emotions, thoughts and the narrative, which are expressed by prose or conversation, are given in literary works. So,the communication between the author and reader is called as verbal (expressed by talking and writing) communication.
Second type of interpersonal communication is nonverbal communication. That is the communication, in which does not exist the speech, but by using face and some parts of body. It is not possible to see the gestures and mimics of the characters or narrator in written works. Nonverbal communication have two groups in itself, such as sign language and body language. Although sign language and body language seem as the same, in fact they are different two types of communication.
Aim of this paper is to research the nonverbal and verbal(only written type) communication types between the author and the reader in the work of Boris Paternak, winning the Nobel prize –famous Soviet author, which is named as Doctor Zhivago.

Keywords: Communication, Types of communication, Relationship between literature and communication, Nonverbal communication in the literary works, Written communication in the literary works, Boris Pasternak, Nonverbal communication in the work of Boris Pasternak named as "Doctor Zhivago", Written communication in the work of Boris Pasternak named as "Doctor Zhivago".

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FILM-INDUCED TOURISM: THE CASE OF RIZE/TURKEY

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Film (or television series) induced tourism is a phenomenon universally acknowledged and has been attracting the interest of both academics and destination marketing organizations since 1990s. It is recognized as a driver of tourism development for many destinations all over the world. While some research provides insights into motivations of screen tourists, this paper investigates how film-induced tourism affects the social and financial well-being of the local people including households, restaurants and hotels. This study was conducted with the people who live or work in the area of Rize (located on north-east of Turkey) where a famous TV series called "Sevdaluk" was filmed. Over the past year, the place has become a popular tourism destination for domestic travelers. Qualitative investigation based on the interviews with the local people showed that increased visitation by the tourists after "Sevdaluk" was released had a positive impact on local people both socially and financially.

Keywords: Film-induced tourism, Rize, Turkey, "Sevdaluk".

Paper ID: 0394

HOW DOES PROCRASTINATION BEHAVIOR OF THE ACADEMICS IN KNOWLEDGE ORGANIZATIONS DIFFERENTIATE ACCORDING TO PERSONALITY CHARACTERISTICS?

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In the global world, organizations have to create awareness on the perception and management of the internal and external environmental factors. Sharing organizational culture carries a deterministic feature of enhancing the strength, decreasing the weaknesses of organization and anticipating the opportunities and eliminating of the threats (SWOT analysis). Quality of the human resource which is staffed in the organization provides competitive advantages in terms of organizational knowledge creation, storage, sharing, and use. Personality traits of employees of the organization is one of the organizations' uniqueness in Human Resource Management approach. Nevertheless, in universities which can be defined as a knowledge organizations some behaviors that differentiates the effectiveness of organizations can be observed. Procrastination, which can be described as postponing the tasks which should be completed, leaving the things to the last minute or delay, can be seen in all areas of an individual's life (education, social work, etc.). Type-A personality behavior can be seen in individuals who are success-oriented and constantly racing against time. These individuals work and talk quickly, and also try to do more than one task at the same time. They are impatient and angry. Type-A people care about money, success and responsibility.

The aim of this study is to investigate the relationship between type-A personality traits in general procrastination tendencies of academics and also to investigate whether general procrastination tendency differentiates according to demographic factors (age, gender, marital status, education, working hours, etc.). In this context, an empirical study is conducted with the academics of the Faculty of Economics and Administrative Sciences at Gazi University.

Questionnaire form is used to collect the data. Questionnaire consists of three parts: General Procrastination Inventory (Lay, 1986) , Type-A Personality Scale (Batıgün and Sahin, 2006), and demographic information form. In data analysis, ANOVA, t-test, Pearson correlation analysis and regression analysis are used. Relationship between type-A personality traits and procrastination behavior and also differences in procrastination behaviors according to demographic variables will be revealed. The result of the survey will be shared with scientific literature.

Keywords: Procrastination, General procrastination, Type-A personality, Knowledge organizations

Paper ID: 0357

ADMINISTRATIONAL PROBLEMS BETWEEN PRESCHOOL TEACHERS AND SCHOOL MANAGERS AND THEIR SOLUTION METHODS FOR THESE PROBLEMS

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Management, fundamentally organization, includes the departmantalization of the work, determining relationships between different units and assigning appropriate personnel to these units (Ada, Baysal; 2010). Educational management is a subdimention of management which has different characteristics in administrative practice although it has a similar structure in levels of educational stages. Msila (2013) determined problems which affect school climate negatively in management as problem-centered communication, gossip, cliches, we- them discrimination, resentment, disrespect, time limit, hierarchy and competition. This kind of problems causes lack of harmony between school personnel and teachers become dysfunctional (Msila, 2013).

School managers, within the climate of teachers, students and other staff; especially in the sense of emerging problems between school managers and teachers while conducting administrative work and solutions for these problems are of primary importance in the school functioning. From this point of the view, aim of the research is analysing administrative problems and solutions for these problems between preschool teachers and school managers in public and private schools. The research is a qualitative study which is based on document and case analysis. Sample of the research is public and private school teachers and managers in İstanbul chosen by purposeful sampling. In the study; preschool teachers and managers were given the test of "Evaluating Administrational Problems of Preschool Teachers and Managers Inventory" to determine administrative problems and solutions. The test was developed by the researcher by consulting expert opinion. Totaly 120 preschool teachers and managers participated in the study. Data will be analyzed by presenting tables as frequencies and percentages after coding.

Keywords: Administrational Problems, School Managers, Preschool Teachers

Paper ID: 0397

REFLECTION OF VARIATION IN THE UNDERSTANDING OF PUBLIC SERVICE ON POSITIVE LAW

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'Reflection of Variation in the Understanding of Public Service on Positive Law'
With the variations in political and economical regime preferences, positive law texts are also changing, regarding that public services are to be given by whom and how. The understanding which argues that public services should be provided in accordance with the fundamentals of public law is now changing due to effects of globalization and neo-liberal policies. Today, the point is that states are downsizing and public services are now being provided by private entities in accordance with the provisions of private law. Public service providers are now companies subject to private law and public services beneficiaries are referred as client, rather than service beneficiary or citizen. From public interest term it is now understood only economical interest. With this variation observed in the public service understanding, organizational structure of the state as public service provider, legal status of the public servants giving public services, legal regime of the public properties, principles of public service and thus rules on legal procedures are changing completely. This constant variation becomes concrete by means of positive law texts. In parallel with the scope of public service concept, relevant provisions of positive law can be seen in many fields in which administration is effective in either active or passive manner. Eventually, in this memorandum, we will seek to determine direction and purpose of the variation in the will of law-maker over the matter of public service which is an essential subject matter of administrative law.

Keywords: Public service, globalization, law makers point of view

Paper ID: 0398

THE MIDDLE EAST POLITICS OF TURKEY WITHIN THE SCOPE OF ENERGY

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Petroleum which is among the most significant energy sources of our age has a past of approximately two centuries in the West. Petroleum debts its inevitable existence in the life of humankind to the developments experienced with "Industrial Revolution". After a short time starting to use the petroleum products in the technology of transportation, technology and petroleum has nearly become two inseparable concepts.
In the period after the Second World War, energy sources have taken their places as the factors primarily affecting the foreign politics of the countries. In terms of this, Middle East has a significant importance in the energy politics of the countries and great companies because it has 68 % of world petroleum reserve and 40 % of natural gas reserve. As well as possessing the petroleum reserves, being on the route of energy transmission line also provides opportunities to the countries in geopolitical and economic terms. Turkey is a candidate for being an energy corridor since it is situated between the regions that have the most important energy reserves of the world such as Caspian Region and Middle East. Also, Turkey is a country that develops policies in this area. With its relations with Middle East countries, Turkey has an important share in matters like energy warrant, transport and safety due to its geographical position. In this study, Turkey's relations with the Middle East countries will be analyzed based on the energy reserves.

Keywords: Middle East, Turkey, Energy Resources, Pipeline, Energy Corridor

Paper ID: 0399

AN EVALUATION ON THE CASPIAN ENERGY RESOURCES POLITICS OF TURKEY

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The increase in dependence of the developed countries on petroleum in the period after the Industrial Revolution has caused the petroleum regions such as Caspian to be competition areas. The international competition had stopped in this region until 1990 because the Soviets got the whole control over Caspian Region soon after the First World War. With the collapse of the Soviets, the competition at the beginning of the century started again. Thus, countries started doing some changes on their foreign politics because the Cold War was over and alternative energy areas came up. One of the Turkey's fundamental purposes about the new world after the Cold War was to become an "Energy Corridor" because Turkey is not only a transport route of Middle East energy resources any more, but also it is one of the transport routes of Caspian energy resources to the international market. The main problem of the countries around Caspian which have rich energy sources is that they are located in a closed basin and they do not have frontiers with the open seas. As a consequence, Turkey appears to be the first among the advantageous countries in international competition both because of its geopolitical position and because of its historical and cultural bonds with the countries in the region, namely Azerbaijan, Kazakhistan and Turkmenistan. However, any project that would affect the international competition other than Baku-Tbilisi-Ceyhan pipe line has not still been carried out despite the purpose of being an "Energy Corridor" because it does not have a systematic policy about Caspian energy reserves.

Keywords: Caspian Region, Turkey, Energy policies, Energy Corridor

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THE EFFECTS OF WORKPLACE SPIRITUALITY ON EMPLOYEES' PERCEPTION OF STAKEHOLDER RELATIONSHIPS

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The purpose of this study was to examine the relationship between workplace spirituality and employees' perception of stakeholder relationships on a primary and secondary stakeholder level. The study sought to establish whether an employee with heightened spiritual perspective, is more likely to display an increased consideration for relationships with stakeholders. The study also sought to test the effects of race, gender, age, level of employment and work experience on both workplace spirituality and stakeholder relationship perceptions. The study took the form of a quantitative cross-sectional survey administered to a sample of 84 post-graduate part-time MBA students. While no significant difference in the relationship between the levels of workplace spirituality and employees' perception of primary stakeholders were found, a significantly positive correlation was indeed found between the level of workplace spirituality and an employee's perception of secondary stakeholder relationships. The study also did not find any evidence to support the arguments that an employee's age, workplace experience or level of employment would have an effect on workplace spirituality and stakeholder perception. The study did, however, reveal that both Asians and females were significantly more likely to seek spiritual guidance in making decisions in their everyday lives. It was also found that females scored significantly higher on the forgiveness dimension of workplace spirituality. The implications for business of these findings are discussed, including the support the inclusion of spirituality as a consideration in stakeholder management and governance.

Keywords: Workplace Spirituality, Stakeholder Perceptions, Race, Gender

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FOREIGN TYPES IN TURKISH ANECDOTES AFTER 1980

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Anecdotes which are based on a single event or view and include a short and intense narration and give a certain conclusion are the most important works of oral tradition. These texts dealing with the relationship between human and society have emerged in relation with the power of public's common creation. Anecdotes deal with flaws, misunderstandings and exploitations such as justice, religion, morality, tradition, rulers through humour, mockery or criticism.
Anecdotes are told in relation with types. Those known in Turkey, Turkish world and neighbour communities (Nasreddin Hodja), those in some Turkish countries (Cuha, Ahmet Akay, Esenpulat, Kemine) and those in a very narrow area (Naim Hodja, Yoruk, Mevlevi,Villager) constitute types in Turkish anecdotes. In our country, generally Jews, Rums and Armenians are types representing other religions. After 1980 trendy types representing non-Muslim types such as German, English, American and Japanese emerged; this kind of anecdotes has reached a traditional structure. Many texts beginning with the statement "one German, one English and one Turk…" and comparing Turkish people to other nations are the best examples of these anecdotes. The process of knowing other societies beginning with sending workers to Europe in 1960s and the mass media increasing its dominance after 1980 and consequent globalisation have caused the number of this kind of anecdotes to increase.
In this proceeding, foreign types and their features related to mentioned anecdotes will be identified, and motives behind Turkish society's psychology based on otherisation will be evaluated.

Keywords: anectode, type, oral tradition

Paper ID: 0404

RELATIONSHIP BETWEEN ORGANIZATIONAL SILENCE AND ORGANIZATIONAL COMMITMENT:
MODERATING ROLE OF ORGANIZATIONAL CLIMATE

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Purpose: The purpose of this study is to investigate the relationship between organizational silence- organizational commitment and moderating role of organizational climate on this relationship.
Methodology:
Sample: The data of the study is obtained from 95 private hospital employees.
Measures:

1. *Organizational Silence:* Dyne, Soon and Botero (2003)'s 15-item scale is used in order to measure organizational silence.
2. *Organizational Commitment*: Allen and Meyer (1996)'s 18-item scale is used in order to measure organizational commitment.
3. *Organizational Climate:* Montes et al (2004)'s scale adapted from Koys and Decotis (1991) is used in order to measure organizational climate.

Responses are rated on a 5-point scale ranging from (1) strongly disagree to (5) strongly agree.
Hypothesis:
H1: There is a positive causal relationship between organizational silence and continuance commitment.
H2: There is a negative causal relationship between organizational silence and affective commitment.
H3: There is a positive causal relationship between organizational silence and normative commitment.
H4: Organizational climate will moderate the relationship between organizational silence and organizational commitment.

Findings:
Correlation analysis show that there is a positive and significant relationship between organizational silence and continuance commitment ($r = .487$, $p < 0.01$), negative and significant relationship between organizational silence and affective commitment ($r = .-250$, $p < 0.05$). Also, findings of the study show that relationship between organizational silence and normative commitment is insignificant ($r = -.140$). On the other hand, the results of hierarchical regression analysis show that the moderating role of organizational climate on the relationship between organizational silence and organizational commitment is insignificant (R^2change$= .006$, Sig$= .414$). As a conclusion, findings of the study show that while H1 and H2 are accepted, H3 and H4 are rejected.

Keywords: Organizational silence, organizational commitment, organizational climate, moderating effect

Paper ID: 0405

NATURAL ASSETS AND ECOTURISM IN SOUHTEAST OF THE VAN LAKE

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The aim of this study which probes the natural assets in souhteast of the Van Lake, is stating to usage potential of the geomorphological formations in terms of the ecoturism in this region. For this purpose, we were mapped to the region's geomorphological formations and associated gelogical and tectonic features in this region. In the study field which comprises Gürpınar, Bahçesaray and Çatak settlements, there are lots of samples of fluvial, coastal, glacial and karstic geomorphological formations. Therefore the study field has an important potantial both for scientific-technical researchers and for recreative activities and sportive activities such as mountain climbing. This area has high mountains, faulted slopes and alot of creeks. Besides rhe Akdamar island and the Akdamar church are very important terms of cultural and religious turism.

Keywords: Easth Anatolia, Van Lake, ecoturism, geomorphological resources

Paper ID: 0407

THE ATTITUDES OF YOUTH TOWARDS BRAND: IS IT ADDICTION OR LOYALTY?

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Brand loyalty has been defined as the customers' buying a certain product repeatedly and continuously whereas brand addiction indicates an obsessive behavior that damages the normal functioning of an individual.

The attitudes of individuals towards a brand have been usually misunderstood by society and generally defined as "brand addiction" while this very same set of behaviors or attitudes has been well received in marketing grounds and termed as "brand loyalty". This study investigates the attitudes of college students who are currently enrolled in the Faculty of Economics and Administrative Sciences in Trakya University to decide whether they show brand loyalty or brand addiction.

Key words: Brand, brand loyalty, brand addiction

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HATE AND DISCRIMINATION CRIME (TURKISH CRIMINAL CODE ART.122)

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Discrimination is a new crime which has been put into effect by Turkish Penal Code number 5237. With the Law amendments on 03.02.2014 (Law No. 6529) "hate" crimes introduced for the first time and Article 122 of the Turkish Penal Code regulates it as "hate and discrimination" crime.
According to the new regulation; any person who makes discrimination, for reasons of his or her hatred, between individuals because of their lingual, racial, religious, sexual, political, philosophical belief or opinion, or for being supporters of different sects and therefore; prevents sale, transfer of movable or immovable property, or performance of a service, or benefiting from a service, or bounds employment or unemployment of a person to above listed reasons, refuses to deliver nutriments or to render a public service, prevents a person to perform an ordinary economical activity, is sentenced to imprisonment. In this article we examine "hate and discrimination" crime in Turkish Penal Code from the point of basic international human right instruments and analyze it if corresponds to the needs of society.

Keywords: Hate and Discrimination Crime, Turkish Criminal Code, new law amendments, international human right instruments

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DO WOMEN IN BOARD OF DIRECTORS' and TOP MANAGEMENT LEVEL AFFECT FINANCIAL PERFORMANCE? EVIDENCE FROM TURKEY

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Purpose: The purpose of this study is to analyze the effects of gender diversity in board of directors' and top management level on the financial performance of the Turkish firms listed in BIST national index.
Methodology:
Data and Sample: The data used in this study is derived from annual financial reports published on Public Disclosure Platform (KAP), corporate compliance reports and annual activity report published by firms listed in BIST national index in the period of 2005-2013.
Analyze: Financial performance of the firms in the sample is measured by return on assets (ROA) and return on equity (ROE). In order to determine the effects of gender diversity in board of directors' and top management level on financial performance, panel data analysis method that combines horizontal profile observations of the firms between years 2005-2013 has been used.

Hypothesis:
H1: There is a positive relation between the percentage of female members in board of directors and financial performance.
H2: There is a positive relation between female chairperson and financial performance.
H3: There is a positive relation between the percentage of independent female members in board of directors and financial performance.
H4: There is a positive relation between the percentage of female members in top management level and financial performance.
Findings: Findings of the study will be discussed comprehensively in the congress session.

Keywords: gender diversity, financial performance, panel data analysis

Paper ID: 0411

THE EFFECT OF ORGANIZATIONAL CLIMATE ON PERCEIVED ORGANIZATONAL POLITICS: A RESEARCH IN PUBLIC SECTOR

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The complexity and ambiguousness of the contemporary business environment coupled with the irrational human behavior render political attitudes an inescapable fact of organizational life. Political behaviors are among the major lifetime realities within organizations. For all that the prevention of political behaviors would be a futile pursuit, the management of political behaviors by way of determining the underlying reasons is a viable option.

Organizational political behaviors as a process whereby various people try to influence each other via their respective power might have negative or positive consequences. It is more about how organizational political behaviors are perceived than about how they realize that the consequences of those behaviors are evaluated in terms of their usefulness for the individual. The concept of organizational climate that differentiates an organization from others and incorporates an identity, and that which is perceived by the employees and affects their behaviors, and which has individual, organizational and environmental qualities, shapes the perception of organizational politics and is closely related with political perceptions. To that end, the purpose of this study is to determine and reveal the hypothesized causal and correlation relationship between organizational climate and perceived organizational politics.

To this end, a questionnaire form comprising of the measurement instruments and demographic questions were applied to 264 public sector respondents working in Istanbul, Ankara and Izmir provinces. The collected data were analyzed via IBM SPSS 20.0 for Windows. The measurement items were subjected to exploratory and confirmatory- first and second order- factor analyses subsequent to the reliability analysis in terms of face, content and construct validity ($p < ,05$). Correlations and regression models were conducted through the latent variables acquired from the factor analysis.

Correlation analyses demonstrated significantly negative high-level of correlations among organizational climate and subscales, and organizational politics and subscales. Regression analysis resulted in a model whereby almost 50 % of the explained variance in perceived organizational politics is accounted for by organizational climate. Demographic-wise, the respondents differed in terms of their mean level of organizational climate and perceived organizational politics according to age, educational level and tenure. No difference was discerned regarding the gender variable.

Keywords: Organizational climate, organizational politics, perceived organizational politics, POPS

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A GENERAL REVIEW ON GENDER STUDIES: THE CASE OF TURKEY

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The problem of gender has been atop the agenda in recent years across the world as well as in Turkey from the viewpoints of literature, law, philosophy, sociology, economics, education, and the significance of the issue has been emphasized by local and national institutions such as The General Directorate on the Status of Women (Kadının Statüsü Genel Müdürlüğü), Women Entrepreneurs Association of Turkey (Kadın Girişimciler Derneği), and Women's Studies Research Centres at various universities.

The concept of gender is used to denote the social relationships between men and women in a specific context. In other words, the predetermined roles attributed to men and women, and the ascribed duties and responsibilities are embodied in the concept of gender. Gender Equality refers to the absence of gender-based discrimination, the equal co-existence, visibility, empowerment, representation, and participation of both genders in all the spheres of public and private life.

Turkey ranks 68th among 148 countries in The United Nations Gender Inequality Index (2012), and 120th among 136 countries in The World Economic Forum Global Gender Gap Report (2013). The indices of the last five years do not offer a promising sight in terms of progress.

The purpose of our study is to analyze the progress that Turkey has achieved thus far (in comparison to and contrast with EU countries) in the context of basic criteria constituting the Gender Inequality Index (economic participation and opportunities, access to education, political empowerment, health and survival), and undertake a general assessment and evaluation of the practices and activities by both public and private entities oriented towards eliminating gender inequality, particularly in the last five years.

Gender is considered to be "an institution" that creates expectation patterns for individuals and regulates daily social processes, and which designs and shapes primary social organizations such as economics, ideology, family, and politics by way of interpenetration (Özgören, 2003). To that end, our study will offer a macro outlook on gender-based studies. It will also contribute to a proliferation of further scholarly endeavours as well as achievement of a more egalitarian, more democratic, and more equitable environment among genders in both private and professional life.

Keywords: gender, gender inequality index, gender studies

THE EFFECT OF GLOBAL STANDARDIZATION AND LOCALIZATION TREND ON KNOWLEDGE MANAGEMENT PROCESS IN MULTINATIONAL COMPANIES

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Multinational companies are one of the major actors in the globalizing world. In the circumstances of growing markets, developing technology and increasing competition the successful multinational companies are usually those which are able to manage the knowledge. While some multinational companies reflect global standardization trend on knowledge management, others adopt localization in the knowledge management process. The purpose of this study is to investigate the effect of standardization and localization trends on knowledge management process in multinational companies and offer a suitable model for further research.

Keywords: multinational companies, global standardization, localization, knowledge management

TECHNOLOGY-SUPPORTED TEACHING OF VOLUMETRIC ANALYSIS

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It is a generally accepted truth that chemistry, which is in search of facts by exploration, and technology, which aims to apply these facts to daily life, both have a very significant place in education. Thus, a chemistry teacher is expected to make use of his/her knowledge and skill as well as be in touch with technology. In order to meet this expectation, it is important to provide the necessary support for pre-service teachers before they begin their professional careers. Attitude towards chemistry may serve to improve students' interest in science, scientific research, and being inquisitive. This study aims to investigate science education pre-service teachers' attitudes towards using technology in chemistry classes and in education in general. It is a research in the pre-test-final test pattern consisting of an experiment-control group, and the sample of the research consists of pre-service teachers enrolled at the Department of Science Education at Hacettepe University. Data gathering tools are "Scale for Attitude towards Using Technology in Education," developed by Ozturk (2006) and "Scale for Attitude towards Chemistry," developed by Feyzioglu and Tuysuz (2003). In the research, an achievement test was also applied in order to examine the effects of technology-supported volumetric analysis applications on pre-service teachers' success. As a result of this research, it was determined that technology- supported teaching caused improvement in academic achievement in volumetric analysis topic, and that it enabled students to develop positive attitudes towards chemistry and technology.

Keywords: Technology-Supported Teaching, Volumetric Analysisusage , teacher candidates

THE ROLE OF TECHNOLOGY IN TEACHING ACTIVITIES: WEB BASED TEACHING APPLICATIONS

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Developments in education are of great importance in terms of training teacher candidates who comprehend the role of technology in education and are open to new things. In this research the opinions of teacher candidates studying at Hacettepe University, Division of Science Education towards the importance of technological equipment in education activities and how effective they find technology in teaching different skills and applications have been examined. In the study, "The Role of Technology in Education Activities: Scale of Determining Opinions of Teacher Candidates" developed by Çil (2008) has been used as a tool of data collection. Pre-test post-test research pattern with experimental-control group has been used in the research. In the experimental group Titrimetric Analysis has been conducted with simulations supported web based teaching and in the control group with traditional teacher-centred method. In general, it has been found out that teacher candidates find technology effective in the classroom and the opinions of teacher candidates in experiment group are much more positive than those in control group in more detailed researches. It has been found out that the opinions of teacher candidates in experiment group towards the importance of technological equipment as a teaching tool are more positive than those in control group. In other words, meaningful differences have occurred in opinions of teacher candidates in both experiment and control group towards the role of technology in teaching activities after web based teaching.

Keywords: usage of technology in teacher education, web based teaching, teacher candidates

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THE PAST, PRESENT, AND FUTURE OF ENTREPRENEURSHIP: SAMPLE OF FEMALE ENTREPRENEURSHIP OF THE PROVINCE KONYA

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The concept of entrepreneurship, whose past is based on Middle Age, gained importance much more in the globalizing economic environment. Entrepreneur and entrepreneurship that are engine of economic growth and development also became the resource of innovation. The studies realized suggest that, in the developing countries such as Turkey, and in the provinces such as Konya exhibiting economic development, the role the entrepreneurship played cannot be denied. In this study, how the historical process in the province Konya of entrepreneurship, expressed as taking risk, catching the innovations, evaluating the opportunities, and implementation of this process, is and how it will be shaped in the future will be discussed and the answers will be also sought for the relevant questions from the aspect of female entrepreneurship. Among these questions, the ones such as the factors raising the value of entrepreneurship, the qualifications the entrepreneurs should have, what the general state of entrepreneurship in the world, Turkey and Konya is, and what the efforts toward developing the entrepreneurship should be stand out. Thus, the aim of the study was identified as sharing the analyses and results on the historical process of entrepreneurship and its shaping in the future in the province Konya. The causes and effects of this differentiation is another important subject that will be included in this study. In respect with these points and aims, the main questions the study searches for an answer are how the general entrepreneurship map and female entrepreneurship map of the province Konya is, from what they are affected, and in the frame of which features they are shaped.

Keywords: Entrepreneurship, Konya, Economic Growth, Female Entrepreneur

AN AMPIRICAL STUDY ON THE EFFECTIVENESS OF TRAINING IN THE TOURISM SECTOR:
SAMPLE OF MUĞLA SCHOOL OF TOURISM MANAGEMENT AND HOSPITALITY

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Tourism sector continues to develop in Turkey as in the world. Tourism sector, which increases its importance within the national economy day by day, is a labour-intensive sector due to its attribute of service production. Qualified personnel are the ones who can manage that in tourism enterprises. Schools of higher education providing tourism education, which aims at training, qualified personnel and bring these personnel in sector give students theoretical and practical courses. The first impressions of students who take a step towards tourism sector with job training after preliminary education begin to be formed.
It is known that students are confronted with a lot of problems such as salary, accommodation, orientation and health insurance during their training. To determine and to solve the problems that students are confronted during their training and to maximize their benefits gained during training enable the students to hold on to the sector.
The first objective of this study is to determine how advantageous the process of training is and to reveal the satisfaction level of students. Another objective is to determine the satisfaction level of the enterprises with the students of Mugla Sitki Kocman University, School of Tourism Management and Hospitality.
Questionnaires were conducted by students and managers. The obtained data was analysed with SPSS 20.0 packaged software. Besides frequency and percentage distributions, some statistical analyses were carried out in order to determine the significance of differences as significance level of alpha=0.05. As a result, some suggestions were included with regard to the findings.

Keywords: Job Training, Job Training Issues in Tourism, Satisfaction with Job Training

SINGLE MEMBER COMPANIES AS A MATTER OF LAW OF CORPORATE GROUPS ACCORDING TO THE NEW TURKISH COMMERCIAL CODE

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The New Turkish Commercial Code Nr. 6102 ("New TCC") of 2011 has come into effect as of 1 July 2012. Turkish legislator has taken some economic institutions of modern business life into consideration, which were not formally regulated by the old Turkish Commercial Code Nr. 6762 of 1956, and consequently it has put many novelties and changes into force.

Two of the most important revolutionary novelties of New TCC are recognizing and regulating of "single member companies" and "corporate groups". These institutions have not been adequately discussed until a few years ago in the academic sense, alt-hough they have never been very strange for Turkish business life and each institution cause many uncertainties and legal problems.

Each institution cause many uncertainties and legal problems. But the intersection of these institutions is more complicated and requires especially answering two core ques-tions: Firstly, in which situations does it create special characteristics, if a single member company is a subsidiary of a corporate group? Secondly, is there a corporate group in the meaning of the New TCC between single member company and its single member, or should it be?

The aim of this study is trying to answer these questions in terms of New TCC.

Keywords: Single Member Company, Corporate Groups, Subsidiary Company, Parent Company

Paper ID: 0424

FIELD STUDY TO ASSESS THE LIFE QUALITY OF HEALTH CARE MANAGERS: AN EMPIRICAL EVIDENCE FROM ANKARA, TURKEY

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The broad notion of health involves one's capacity to meet needs of self, cope with the environment and change the environment, rather than just physical well-being and sufficiency. According to World Health Organization (WHO), physical, mental and social well-being together corresponds to a healthy state as a whole.

The main focus of development in the area of public health management is to improve life quality through ever better aid of health services therefore; the task of measuring the life quality and well-being of individuals is gaining more and more ground in field studies today. WHO defines the concept of life quality consisting of a set of one's goals, expectations, interests, and perception of one's life standards developed through the culture and set of values within which one lives.

The life quality of health workers has a supposedly major impact on the life quality of the public however it has been somewhat ignored to take health workers into account within the studies conducted to measure life quality. The well-being and high level of life quality among the health workers serve as positive factors to improve for the public's life quality as a whole. Likewise, it is hardly possible for the health workers with a low life quality to provide a health care service sufficient to improve the life quality of the service receiver. Therefore, it is convenient to say that it is crucial to conduct research addressing the problem of measuring the life quality of health workers, specifically health care managers.

In this study, it is aimed to measure the life quality of health managers, then explore main factors influencing it. Another focal point is to define the barriers within work life faced by health care managers and how significant their effect on life quality perception is.

Furthermore, whether the life quality of health care managers varies according to different individual and institutional attributes is within the scope of this study.

In order to achieve these goals, SF-36, the life quality scale which has been widely used since 1990's is utilized to analyze the data from 221 health workers based in the province of Ankara. Initial results from the analysis showed that age, working hours, total service period and mode of working affects the life quality in health care managers. Additionally, the life quality is found to be in inverse relationship with the working hours and the level of responsibility.

Keywords: Life quality, healthcare managers, life quality scale

Paper ID: 0426

UNIVERSITY YOUTH'S PARTICIPATION PATTERNS TO THE SOCIETY
(SAMPLE OF INONU UNIVERSITY)

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Participation can be defined as to be a member of a family, an international organization, schools, workplaces, health services, local and national managements, clubs and even parliaments. United Nations defines the participation of the youth as follows: economic participation (work and development), political participation (resolution process), social participation (to take part in social and environmental activities), cultural participation (art activities, cultural values and discourse).
University youth's participation patterns to the society has been derived from the datas of the "University youth's sociological profile" research applied to the students at Inonu University. From 2001 till 2014, the cumulative number of the students who have been applied surveys are 54753 in 13 years.

Keywords: Youth, university youth, participation, NGO, economic and social participation

TESTING FISHER HYPOTHESIS UNDER INFLATION TARGETING: THE CASE OF TURKEY

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The long run interest-inflation relationship is based on Fisher equation and it is called Fisher hypothesis in economics literature. According to the Fisher equation, increasing in inflation affects nominal interest rate at the same amount. If inflation expectation increases nominal interest rate will inevitably rise. Changing in inflation will be reflected to nominal interest rates, holding other things constant, real interest rates will be fixed in the long run. In this paper, the validity of Fisher hypothesis tested by implementing Johansen cointegration test using monthly deposit interest rates and monthly CPI data in the inflation targeting regime between 2002-2013 time intervals in Turkey. The empirical results of the test showed that the Fisher hypothesis is not valid for Turkey in the inflation targeting application.

Keywords: Fisher hypothesis, interest, inflation, inflation targeting, cointegration test.

AN EMPIRICAL STUDY ON NON ECONOMIC FACTORS AFFECTING STOCK MARKET PREFERENCES

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In this study, we investigate the effects of non economic variables that include behavioral and social factors on financial instrument preferences of the individuals. Behavioral factors is activated during the decision making process in the assessment of cognition that belongs to variety of options which is also facilitates the process. In addition to that, there are social factors that influence individuals during the decision making process. According to literature, these factors lead to anomalies in the market and illustrate contradictions with the models that assume individuals are rational decision makers. As a result of this situation, equity premium puzzle occurs in the capital markets and even we consider the risk perception of individuals, the stock market returns excess the risk free government debt instruments return. In this study, we attempted to explain low level of stock market participation, the difference between stock market and risk free markets return by non economic factors such as financial literacy, risk perception, trust, short and long term market expectations.
According to survey that conducted on the Business Administration students of Muğla Sıtkı Koçman University, we found that financial literacy level of the participants increase linearly with the number of education year. Besides, survey participants with higher level of financial literacy level prefer more financial instrument includes equity. Another finding of the study shows inverse relationship between financial literacy and self confidence on finance. Lower risk perception, higher trust to the financial intermediaries and favorable expectations are the factors that affect positively equity preferences.

Keywords: Behavioral Finance, Stock Market, Financial Literacy, Social Capital

TARGETING MILLENNIALS IN AN EMERGING MARKET: A QUALITATIVE STUDY ON THE VALUE SYSTEMS OF GENERATION Y IN TURKEY

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Scholars have long recognized the importance of values and underline how values and beliefs of young adults today differ from those of previous generations (Twenge et al. 2012; Krahn and Galambos, 2014; Nusair et al. 2011). Values signify an important part of human's cognitive system and influence attitudes and behaviors, (Chryssohoidis and Krystallis, 2005). Value structure also shapes consumption behavior and impacts product and brand choice criteria while defining lifestyles (Beatty et al. 1985), therefore is at the center of attention of marketers.

Generation Y (people born in between 1977 and 1994) form approximately the 25 % of the world society (Puybaraud et al. 2010) and 25% of the Turkish population (TurkStat, 2012). Generation Y is a very significant consumer group in the Turkish market in terms of purchasing power and setting the trends. This paper aims to examine the value system of Generation Y focusing on the individuals between 20-25 years old (8 % of Turkish Population) in Turkey, in order to provide strategic insights to marketers who are targeting them. After a thorough literature review, in depth and focus group interviews will be carried out with around 40 university students in line with a structured discussion outline. The foundation and public university students will be interviewed in order to investigate the values that are important to affect their lives and consumption behavior. The results will be analyzed and classified through content analysis and are expected to form the basis for a future quantitative study.

Keywords: Targeting, Generation Y, Millenials, Qualitative Research, Content analysis, Values, Marketing strategy

THE RELATIONSHIP BETWEEN AND PSYCHO-SOCIAL CONSEQUENCES IN TERMS OF ZAKAT
AND INTEREST IN THE QUR'AN

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In this study, zakat and interest will be discussed with a comparitive manner according to the Qur'an and to humanity carries psycho-social values and results will be presented. Humanity, in order to spend a comfortable and peaceful life, as commanded by Allah Almighty zakat / charity, the distribution of national income or of capital is to be provided in a fair manner. The interest / riba that Quran prohibits, however, causes the wealth to turn into a commodty only between rich unlike the provision of distribution. In this sense, the zakat is the most basic and important tool to occur abundance and fertility, to increase love and affection and in the facility of solidarity and integration in the society. However, in the society that the zakat can not find the field of application, interest occurs as an alternative application which constitutes contrasting results according to the dynamism of charity.

Keywords: Qur'an, Zakat, Interest, People, Society, Social Justice

CHILDREN'S ENVIRONMENTAL PERCEPTIONS AND SOLUTIONS
(YEŞILOVA EXAMPLE OF COUNTY)

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In this study it is aimed to determine the secondary school grade students' perceptions of the environment and solutions. The study group consist of 110 fifth grade students from two school in Yeşilova County center an done school in Salda town in 2013-2014 education year. In this study the reasem of choosing fifth grade students is that consciousness of environment is gained in the second term of 4th grade social sciences lesson. In addition, the subjects related to environmental education support each other as they are prepared in a spiral approac in life sciences, science and technology and all the other lessons. Further more, this study is important is terms of determining perceptions of children about Lake Salda, identifying problems about the lake and creating awereness about chilren' contributions to solution with their believes on who can solve these problems about the lake by considering near to far approach in education.
By examining the studies of related subjects in this field and getting opinion of researchers who studied on environmental issues, problems are indentified and interview forms are made up. Form was rearranged after getting opinion of an expert. This interview form consists of six open-end questions. Researches data were collected via this form developed by the researches. The evaluation of collected data will made by qualitative descriptive and content analysis.

Keywords: Environmental Education, Environmental Science, Environmental Issues, Natural Resource

LEAKY PIPELINE: WOMEN LOST IN THE ACADEMIC SYSTEM IN TURKEY

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Gender inequalities that exist in a society have an important role to hinder women to utilize their educational rights because they impinge on education. Though education system founded on equality principle, there are confidential messages about women and men are not equal. This kind of messages negatively affects women to take part senior-levels in the academic system. Leaky pipeline metaphor, is described as keeping out of women in the hierarchy of academic system, is specially used for women on their academic career trajectories (Women and Men in Higher Education, 2008).

The purpose of this research is to make clear the main factors that prevent female academicians to undertake managerial tasks in Turkey. Qualitative research approach was used in this study. The data were collected using a semi-structured interview consisting of open-ended questions. The participants of this study were five volunteer female-academicians from social sciences departments such as philosophy, sociology, history, geography and educational sciences from Cankiri Karatekin University. The collected data were analyzed by using content analysis. According to the anticipated findings of this study are those; there are some indistinguishable factors that prevent the assignment of female-academicians to the managerial tasks such as the roles of women in the society, gender inequalities, and childrearing methods of families. Women are rarely included in the managerial tasks since the norms and values of Turkish society require and demand women to dedicate themselves to their family and children.

Keywords: Female academicians, leaky pipeline, women in management, gender inequality

PRIMARY SCHOOLS TEACHERS' OPINIONS ABOUT POSITIVE DISCRIMINATION

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In the literature, positive discrimination or affirmative action described as to behave minority groups privileged because of their sex, race, age, marital status or sex orientation. Positive discrimination in education consists in various types. The researches reveal that teachers have some misconceptions about discrimination and positive discrimination. For instance, Karaman Kepenekçi and Nayir (2014) claimed that teachers stated that teachers confused about the meaning of positive discrimination. That is, when the teachers treat the students and parents differently they called this "positive discrimination". However, when their administrators treat the students and parents differently they called this "discrimination".

This study designed to explore the perceptions of primary school teachers toward the positive discrimination in school environment. In order to collect the data of this study a semi-structured interviews were conducted. The volunteer teachers were asked to describe the relationship among education stakeholders—administrators, teachers, and students. The participants were 5 teachers from primary schools around Ankara. The collected data were analyzed by content analyses.

The results of this study expected to help teachers to understand the forms of discrimination in the school setting and their impact on education stakeholders, to promote a bias-free school environment, and to maintain positive communication among administrators, teachers, and students.

Keywords: discrimination, positive discrimination, primary school teachers

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LITERATURE IN ENGLISH LANGUAGE TEACHING

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As the reflection of the target culture, literature has an important place in foreign language teaching process. However, neither language teachers use it in their classes, nor students pay attention to it, thinking that it is difficult to study. In the curriculum of ELT (English Language Teaching) departments, there are literature courses, whose aim is to teach students how to use literary texts in EFL (English as a Foreing Language) classes. In these courses they study different genres of literature and learn how to prepare activities based on literary texts to teach English. During these courses, students are expected to get an awareness in the field of literature and to develop skills how to use it to teach English.

This is a qualitative study which reflects the ideas of ELT students about literature and its place in EFL. In the study, the data were collected through a semi-structured interview made with 16 students who finished literature classes in ELT. With the study, it was supposed to learn if ELT students, who will be English teachers in the future, recognise the importance of literature use in EFL and also to see their attitudes towards literature.

The answers of the students were examined and it was found out that they have posivite attitudes towards literature and want to pay more attention to literature to teach English in the future as English teachers.

Keywords: Teaching literature in EFL, literature teaching, foreign language teaching, teacher training.

Paper ID: 0438

THE IMPACT OF ECONOMIC CRISIS ON CONSUMER BEHAVIOR

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The crisis periods which is a war of survival for businesses, influence the owners and employees of businesses and consumers significantly. Varying income levels of consumers bring about changes in needs, priorities and purchasing behavior. To know the consumer behavior in the crisis environment allows companies to take the right decisions about their possible behaviours, preferences and expectations of the product.
In this study, changes of 400 consumers' who lives in Konya in buying behavior and the level impact of the crisis were tested.
In the analysis, it is observed that the consumers who are more careful in spending money, avoid extravagance. Impact of the crisis on consumers' socio-demographic characteristics were found to be significant differences between levels.
At the end of this study, it is observed that consumers adversely affected by the crisis. Nowadays, consumers are at the center of economy and it is extremely important to understand their new behaviours consumption

Keywords: Economic crisis, consumer behavior, purchasing, marketing.

Paper ID: 0439

A GREEK COMMUNITY RADIO IN TURKEY: IHO TIS POLIS

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Together with increasing commercialization of the media along with globalization, at the contemporary conditions, the labourers, peasants, homosexuals, women, ecologists, anti-war, ethnical and minority groups are generally marginalized in the mainstream media.

The community media studies, as an alternative against the mainstream media with the above mentioned features, primarily emerged in efforts for "democratising" the media. Community media supports cultural diversity and may serve to communities of interest, geographical or cultural communities. Community media is produced by the local community in its own language and in issues they deem significant for their own needs.

In this research, community media and community radios, as alternative media types, shall be examined under a theoretical framework. Then for the field study, "İho Tis Polis" Internet radio of the Greek community in Turkey shall be evaluated as an example for the community radio from Turkey. At the same time, "İho Tis Polis" is the first radio, broadcasting in Greek language in Turkey. This radio, established for the Greek community in Turkey, shall be examined under Carpentier's community media categorization. Under the field study, thorough interviews shall be made by the founders, programme-makers and the audience of "İho Tis Polis" and functionality of the community radio shall be measured within the specific example of "İho Tis Polis".

Keywords: Community Media, Community Radios, Internet Radio, Greek Community in Turkey, Radio in Greek language, İho Tis Polis

PUBLIC RELATIONS AS AN INSTRUMENT TO SMOOTHE THE NEGATIVE REFLECTIONS OF ORGANIZATIONAL CYNICISM

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In this study; public relations methods, a motivation factor, as a tool that helps reduce the effects of cynicism which prevents organizations run effectively will be examined. Organizational cynicism can be defined as the situation in which a person has various negative attitudes against the organization he/she works for. Starting from this point, various public relations oriented applications will be explained.

In case of organizational cynicism, employees of the organization have a belief that the organization is far from being honest and suffer serious trust problems. Having various components, trust concept is one of the most important fields in public relations. Lack of sharing information is the leading factor that creates trust problems. Having information about the organization is one of the essential needs of a labourer and it can be fulfilled merely by communication. In the cases of an open communication and mutual feedback, it can be observed that uncertainty arise. A trust problem breaks out in the organization and as the uncertainty increases, productivity decreases. Of course this leads to cynicism which affects the employees' organizational motivation negatively.

In this study, organizational communication will be examined deeply in building trust and organizational motivation. Organizational public relations which influence the employees' attitudes and behaviours positively will be exposed.

Keywords: Organizational Cynicism, motivation, public relations

LANGUAGE TEACHER CANDIDATES' POINT OF VIEWS ON LANGUAGE AWARENESS THROUGH TECHNOLOGY

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Young learners are full of energy and it can be sometimes difficult to teach them foreign language in class period.Technology can be one of the way to create real and enjoyable atmosphere for young language learners when it is used correctly. Technology also lets young language learners to gain language skills outside the classroom when they interact actively. Bull& Ma (2001) think that language awareness can be faster through intercultural communication. Technology provides this chance for young learners and offer them unlimited resources.

The main purpose of this research is to find out the relationship between technology and language awareness. This research is a qualitative study which contains a semi-structured interview with 12 language teacher candidates from Akdeniz University, Faculty of Education, and ELT Department. Creswell (2012, p.16) claims that qualitative data based on words from a small number of individuals so 12 language teacher candidates' ideas how to increase young learners' language awareness were chosen during this research. In order to understand language teacher candidates' point of view on language awareness through technology, 6 questions were prepared and analyzed by 2 experts in the field. After the application of interview, language teacher candidates claimed that technology based games, cartoon films, blogs and some social sites for children affected young learners and increased their language awareness. Teacher candidates' answers were examined in detail and some suggestions were put forward in this research study.

Keywords: Technology, Language Awareness, Young Language Learners

THE RELATIONSHIP BETWEEN ORGANIZATIONAL JUSTICE AND ORGANIZATIONAL COMMITMENT IN DIFFERENT TYPES OF HIGH SCHOOLS

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The term "organizational justice" refers to the extent to which employees perceive workplace procedures, interactions and outcomes to be fair in nature. To the success of organization; not only providing qualified employees to the organization, but also keeping them in the organization and convincing them to exert extra effort for the benefit of the organization has a significant share. This is possible only if the employees' organizational commitment is high.

During the recent years, education sector has faced many accusations like deterioration of institutions, system's dysfunctions, unwillingness and professional illiteracy of teachers. In order to fulfilment of the social, economic, political and individual functions of education; teachers' relevant motivations need to be kept high.

To examine the direct effect of organizational justice perceptions on organizational commitment, data will be obtained from teachers who are working at high schools in central Anatolia region, Turkey. This paper will indicate that three types of organizational justice (distributive, procedural, and interactional) influence on organizational commitment. Organizational justice will be measured through Organizational Justice Scale (OJS) developed by Colquitt (2001). To measure the organizational commitment; the three-dimensional Organizational Commitment Scale (OCS) developed by Meyer, Allen and Smith (1993) will be used. Then comparisons will be done between technical high school, Anatolian high school, general high school and religious vocational high school teachers.

Conclusion part of the paper will involve the relations between organizational justice and organizational commitment for high school teachers, and recommendations based on results.

Keywords: Organizational justice, organizational commitment, education

AN ANALYSIS RELATED TO STRUCTURE AND OPERATION OF LARGE SCALED LOGISTICS COMPANIES IN TURKEY

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Logistics sector has been quite improving in recent years. Relevance on logistics activities have been ever increasing in Turkey and the world. Logistics is a system which is including storage, handling, customer service, customs clearance, ensuring etc. nowadays, was evaluated just transport activity at first. Structure and operation of logistics sector was transformed to more systematic status in recent years. However, there are some deficiencies at improving structure of companies what they must have activities for logistics. Which activites must be serviced in order to be a logistic company? The main problem is; terms of lojistics and transportation are intermixed and lojistics activities what are including are not known completely at constituted issue of study. However, there are some deficiencies about how should be structure and operation of logistics sector and due to expected logistics activities are not actualized by large scaled logistics companies in sector, this resource was created.

Sources are concerning to topic was reviewed, previously research works were practised upon in this context. Study was realized on large scaled logistics companies in Turkey and structure and operation of companies were tried to analyze. Survey was used as data gathering method on study. While study was conducting as qualitative, quantative conclusions were determined at search model. Whereas our universe is large scaled logistics companies which are in business in Turkey, our sample was created as using judgement sampling. Included companies to study had been met with pre-configured question forms and conclusions were commented according to descriptive format.

According to obtained finding after meeting, structure and operation of large scaled logistics companies which are in business in Turkey are similar to each other. It was determined those companies perform a few activities in logistics activities context and it was understood they are quite sufficient at logistics service dimension. Especially, it was understood about at transportation which is one of the most important activities of logistics companies, is serviced according to whole types both of national and international.

Keywords: Lojistics, Structure of Logistics Sector, Operation of Logistics Sector, Lojistics Activities, Large Scaled Lojistics Companies

TEACHING OF THE ENTHALPY CONCEPT BY USING PROBLEM BASED LEARNING APPROACH

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The purpose of this research is to investigate the effect of the problem-based learning on students' academic achievement regarding to the concept of enthalpy, which is one of the most important in thermodynamics, and concepts of difficulty in teaching, and attitudes towards laboratory applications. The subjects were 31 junior undergraduate students enrolled to physical chemistry laboratory-I course in the Department of Chemistry Education in the spring semester of the 2011/12 academic year at Faculty of Education from a Turkish University, in Turkey. The students were separated two groups, every week of ten weeks for two groups participated of the same experimental study. The enthalpy concept test was administrated at the beginning and the end of each pre-and post-test experimental study and repeat the test was to determine the level of reliability and durability after treatment. Statistical analysis of experimental data, paired t-test was applied in the confidence interval of 0.05. At the end of the application of problem-based teaching model, the students' academic achievement gap between pre-test scores and post-test scores was found to be a statistical significant difference.

Keywords: Problem-based learning; enthalpy; thermodynamics

Paper ID: 0452

NEW INSTITUTIONAL THEORY IN ORGANIZATIONAL ANALYSIS: STRENGTHS AND WEAKNESSES

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The first neo-institutional arguments were formulated by John Meyer, Brian Rowan in 1977 and Richard Scott in 1983, and by Sharon Zucker in 1977. They proposed that formal organizational structure reflected not only technical demands and resource dependencies, but was also shaped by institutional forces, including rational myths, knowledge legitimated through the educational system, and by the professions, public opinion, and the law. The core idea suggested that organizational practices and structures are often either reflections of or responses to rules, beliefs, and conventions built into the wider environment. The predominant view was that institutional effects obliged organizations to conform to the expectations of the fields in which they were members.

During the past few decades, new institutional theory have moved, from looser to tighter conceptualizations of institutions and distinctive features, from determinant to interactive arguments, from assertions to evidence, from organization-centric to field-level approaches, from institutional stability to institutional change, from institutions as irrational influences to institutions as frame-works for rational action.

However, there are still unanswered questions such as, where do rational myths come from? How do practices travel and circulate? What are the primary sources of legitimacy?

In this paper, the basic assumptions of institutional theory and examples of research will be examined and criticism will be given.

Keywords: New Institutional Theory- Organization Theory- Organization Fields

Paper ID: 0456

A CASE STUDY ON THE EDUCATION OF DIFFERENT CULTURES IN PRE-SCHOOL EDUCATION

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Because of globalization, during the formation of multicultural societies, when the education of cultures in the scope of social sciences education in pre-school education is not provided or neglected, there are common doubts that those countries will not be able to prepare their children in terms of citizenship for the future. In this situation, the education of social sciences for pre-school children is essential in terms of raising the citizens of future and of building democracy culture. What is aimed at in our study is to make pre-school children recognize their own culture and different cultures by organizing various activities.
Holistic single case study design that is one of the designs of case study (one of the qualitative research methods) was used in this research. The working group of the research was determined by using purposeful sampling within the scope of qualitative research. The school that the study was conducted was determined by typical case sampling and the children between 48- 66 month interval were determined as working group. The data were obtained from intraclass activities such as guess where (presentation), let's travel and see (drama), be a statue (concert of different cultures) and interview questions. The data obtained are in the stage of interpretation in terms of social sciences standards acquisitions by using content analysis.

Keywords: Culture, social sciences, citizenship education, pre-school period

REVIEW OF THE CONTEMPORARY CERAMIC ART COLLECTION IN IZMIR STATE MUSEUM OF PAINTINGS AND SCULPTURES

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The place of museums and galleries in the activities directed towards contemporary art is an indisputable fact. The painters from Izmir opened their first exhibition 1927 and afterwards carried out their work at the Community Center (Halkevi). They were able to open the Painting and Sculpture Gallery in Culture Park (Kültürpark). This gallery turned into the Izmir State Museum of Paintings and Sculptures, located at Konak, in 1973.

The aim of this study is to introduce the works of contemporary ceramic art found in the collection of Izmir State Museum of Paintings and Sculptures and to evaluate their place in contemporary Turkish ceramic art.

In this context, the inventory and photography of all works of ceramic arts, located in the museum's exhibition space and store, was made in field studies with permission from the Ministry of Culture Directorate of Fine Arts the in accordance.

As a result of this field study and evaluation, twenty-three contemporary ceramic art pieces were identified, of which one of them belongs to an artist of foreign nationality and the remainder belonging to Turkish ceramic artists. The names of these artists are Füreya Koral, Mustafa Tunçalp, Ünal Cimit, Bingül Başarır, Tüzüm Kızılcan, Nusret Algan, Halil Yoleri, Atilla Cengiz Kılıç, Nurhayat Yenice, Erkuter Leblebici, Öder Ünsal, Pervin Özdemir, Selahattin Pekşen, Hakan Yılmaz, Hasan Şahbaz, Kemal Tizgöz, Şirin Aslı Köroğlu, Yasemin Yarol, Sevim Çizer and Maro Kesarioti. The works are sorted and evaluated in order of production date so that a review of the artists place within his / her art life could be made.

Keywords: Contemporary,Ceramic Art,Collection

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AN OVERVIEW ON MULTICULTURAL FAMILIES: TURKISH LAW PERSPECTIVE

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Trade, economic issues, opportunities in the service industry are bringing together different individuals with their own languages religions and cultures, as a result there is an increase in multicultural marriages. Considering Russian-Turkish marriages there has been a significant increase in the tens of thousands. Additionally some of these marriages will end in divorce. For Turkish-Russian marriages there are several areas that require legal support: The three key legal bodies supporting these needs; Turkish Nationality Law, Private International Law and Foreign Law. I will focus on the following issues; Foreign Law (family residency permission and work permission), Turkish Nationality Law (acquiring Turkish citizenship after marriage), Private International Law (family conflicts and determination of competent law). The recognition and enforcement of Russian court decisions in Turkey and child abduction are the final issues that will be addressed.

Keywords: Turkish Private International Law; Turkish Nationality Law; Turkish Foreign Law; international child abduction; recognition and enforcement of Russian court decisions in Turkey

TEACHERS' NEEDS AND OPINIONS ON CONSTRUCTIVIST LEARNING ENVIRONMENTS

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The purpose of this study is to determine fourth grade classroom teachers' views on physical learning environments where teachers are expected for implementation constructivist philosophy/approach. In this qualitative study, the researcher interviewed with 17 elementary school teachers working in Usak city in Turkey.Qualitative data were transcribed and analyzed through coding-based content analysis. The data collected from 6 participants was analyzed by three researchers and the rest were analyzed by the presenter. At the end of the study, problematic coding was discussed by the three researchers again and codes were discussed with some (n= 2) participants as well. Triangulation (2 schools' administrators opinions were also received) and participants' approval were provided. Findings of the study showed that classroom teachers' common demands were special classrooms to design the classes as they want to implement constructivism. Separate English Language Classrooms with audio-visual materials, Turkish Classrooms with books, visual materials, a computer with projector and internet connection, and bulletin boards, Science and Technology Classes with laboratories, disposable materials and visual materials, Mathematics Classes with smart board, broad storages, and mathematical materials were demanded. Because of several reasons such as crowded classrooms, limited space for physical activities, the participants believe that constructivism is appropriate for private schools.

Keywords: Constructivist Learning Environments, Constructivism, Constructivist Approach, Teachers' Opinions

V. European Conference on Social and Behavioral Sciences
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THE EFFECT OF JUSTICE AND DEVELOPMENT PARTY POLICIES IN IDENTIFYING WOMEN'S SOCIAL ROLES IN TURKEY

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Neo-conservative and neo-liberal policies, which have been developed by Justice and Development Party (Turkish: Adalet ve Kalkınma Partisi/AKP) governments in Turkey, interfere women and identify their roles in society. After 2002, AKP has corroborated neo-conservative thought via social policies and changed women's role indirectly. Because recurring economic crises and implementations for unemployment have placed women to house and imposed responsibilities of family to them. In particular, AKP policies also have supported marriage and family. As a result, femininity in Turkey has identified just in family, rather being a physical, sexual, individual and independent identity. On the other hand, with the improvements of women employment, they have new responsibilities such as working in addition to home labour. However, any social policies haven't been developed to help women in these realms. Consequently, women cannot become independent individual and identify herself just with these domestic and work life roles. AKP has supported reproduction of traditional roles of women with statements such as "women's main duty is home" and "women's main responsibilities are childbirth and look after". For this purpose, AKP governments' policies will be analyzed in order to identify effects to women's social roles and AKP's discourse will be evaluated via critical view.

Keywords: Women, Turkey, Justice and Development Party (Turkish: Adalet ve Kalkınma Partisi), Neo-conservatism

Paper ID: 0461

UNDERSTANDING/INTERPRETING SOCIAL STRUCTURE OF RURAL SETTLEMENTS USING PARTICIPATORY TECHNIQUES

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Unlike traditional research methods, participatory techniques are dynamic and flexible techniques which are based on mutual relationship with the community and exchange in the process of obtaining information. It will be possible to obtain many spatial, social and temporal data by using this technique in rural areas. It was aimed to discuss daily routines of people living in rural areas and spatial implications of these routines by participatory techniques.

Participatory techniques to be applied were identified according to the features of the community, and effectiveness and suitability of the technique. Daily schedules are a technique by which people's daily activities are conveyed, and which gives extensive information about community life. Analysis of the daily lives of people living in rural areas was also discussed by associating them with factors including gender, age, education, etc.. Another technique used was mobility mapping and it is an effective visual technique. It aims to observe spatial traces of social life by showing human movement on a map or model within the scope of busy activity areas of a village and their intended purposes.

Participatory techniques chosen to analyze social realities of different groups living in a rural area were applied in an exemplary rural settlement. Specified participatory techniques were applied to female, male and adolescent groups of approximately 30 people formed in the village. During the study, temporal data were defined using daily schedules, and spatial data using mobility maps. The aim of this study, which reflected daily routine of rural area and identified the center- axes of social life, also included comparison of different age and gender groups in the community and revealing their differences.

Thus, which part of the community takes what kind of role in social life, and what kind of interaction with or separation from other groups is experienced will be presented in association with their causes. Social structure in the selected rural area will be discussed in the context of different groups and at this stage, the advantages of participatory techniques will be presented.

Keywords: Participatory Techniques, Participation, Social Life, Daily Schedules, Mobility Map

Paper ID: 0462

TELEVISION RATINGS GETS SOCIAL: A CASE STUDY ON FAMOUS TURKISH TV SERIES
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The Information and Communication Technologies (ICT) is transforming the television experience. Today, television content is being watched relatively independently from time and place limitations in company with a second screen (smartphone, tablet pc, etc.); todays' television is integrated with the social media.

This transformation leads a new approach for measuring the television ratings; the digital structure of the ICT provides measurability so the social television ratings emerge to reflect the impact of television contents in social media to obtain television ratings. Especially in Turkey, because the television ratings' accuracy is still questioned, developing reliable social television ratings is extremely crucial.

In this paper at first conventional television ratings and social television ratings concepts will be identified in depth along with emphasizing the historical milestones for television ratings. Then, a research on Television contents' data on Twitter will be analyzed to determine if conventional television ratings are correlated with social television ratings or not. Social media's capabilities on television ratings will be presented by using content analysis on conversational data of the famous Turkish television series "Muhtesem Yuzyil". Finally, social television ratings' strengths and limitations will be discussed for designating a potential reliable social television ratings system.

Keywords: Social Media, TV Ratings, Social TV Ratings

Paper ID: 0464

MOTHER GODDESS CULT IN ANATOLIA

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Mother goddess cult is a concept that we have been observing in different geographies and cultures since the ancient times. In Ancient societies where polytheist belief was common, Mother Goddess depictions that was accepted as "Nature Goddess" and worshipped are encountered in great numbers. Since the upper Palaeolithic Age, the statuettes that are found in archeological excavations conducted in various caves in Europe have been accepted as the first examples of Mother Goddess cult.

Big Mother Goddess belief defined as Magna Mater is known as Kybele especially in Phrygians during the later cultural processes. In 1000 BC, in Anatolia various open air temples proving that Kybele and her husband Atis were worshipped have been found. In Anatolia, the depictions consisting of rock-cut monuments, rock-cut tombs and statues of Kybele also receive attention. It is comprehended that Mother Goddess belief reached Lydians and in Classical ages along the Mediterranean coast after Phrygians. It is possible that Mother Goddess depictions, which were seen as the symbol of prosperity, fertility and abundance since different periods of history, can be come across in late Hittite, Phrygian, Urartian, Greek and Roman cultures. Beliefs of Mother Goddess emerging in different cultures in different eras of history attract great attention in terms of cultural continuity as a universal concept.

The statuettes of Mother Goddess obtained in archaeological excavation belonging to Neolithic and Chalcolithic Eras of Anatolia are seen as the reflections of the same belief. On the other hand, it is understood that the Hittite influence on development of Phrygian religious iconography and cult traditions was intense. Mother Goddess depictions evaluated under the light of archaeological and philogical are crucial in respect to reflecting both religious and socio-cultural structure of the societies of the time.

Keywords: Mother Goddess, Kybele, Phrygian, Magna Mater, Cult

Paper ID: 0465

HIGH SCHOOL STUDENT'S PERCEPTIONS OF CRIME AND VIOLENCE: ESKISEHIR SAMPLE

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Aim: This study aims to examine and evaluate how high school students perceive and define the concepts of crime ad violence from their own perspectives. Method: The study carried out based on data gathered through questionnaire administered to 541 high school students studying in 9 state high schools, which were chosen by cluster sampling method, in the center of Eskişehir in 2013. SPSS 16 program was used for data analysis. Findings: In general, along with physical violence behaviors like harsh behaviors and manhandling, students also regard the behaviors that include verbal violence like swearing and using vulgarity as violence. Students stated that the source of the violence and crime is "social factors". They defined crime as "displaying unwanted behavior". Conclusion: Findings revealed that students generally define violence with physical and verbal violence types. Moreover, the resemblance between the students' views on the source of crime and violence shows that in general they form an important relationship between these two concepts.

Keywords: perceptions of crime and violence, high-school students, reasons of crime, Eskisehir/Turkey

Paper ID: 0466

THE PROTECTION OF THE MORAL RIGHTS OF AUTHORS IN INTELLECTUAL AND ARTISTIC WORKS

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In this study, we will examine moral rights and it's protection in intellectual and artistic works. The intellectual and artistic works have two rights including moral rights and economic rights. Moral rights come historically from France and are also sometimes called droit morale. In many countries in Europe, it is impossible for an author to give up his or her moral rights by contract.

Moral rights stem from the leading international treaty, the Berne Convention. Moral rights are not seperate from economic rights in Bern Convention. Article 6bis of Berne Convention: (1) "Independently of the author's economic rights, and even after the transfer of the said rights, the author shall have the right to claim authorship of the work and to object to any distortion, mutilation or other modification of, or other derogatory action in relation to, the said work, which would be prejudicial to his honor or reputation."

In Turkish Law (Law No:5846 on Intellectual and Artistic Works), the moral rights of the author are right to determine whether or not his work shall be disclosed to the public and the time and manner of its publishing, right to give information about the work's contents, right to have his/her own name as the author, right to ban alterations in the work and right to protect the integrity of the work. Any person whose moral rights have been infringed may bring an action against the infringer to cease the infringement, an action to prevent the probable infringement and an action for moral damages for the moral injury he has suffered.

Keywords: moral rights , intellectual and artistic works. Berne Convention

DEUNIONIZATION IN 21ST CENTURY, TURKISH CASE

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The essay "Deunionization in 21st Century Turkish case" aims to have a better understanding about the affects of neo-liberal policies that has gained enormous weight after 1990's especially in the 21st Century. Globalization is a repeating phenomenon which has reemerged after the collapse of Soviet Union. Mainly it is a global single polar system imposed by the USA and major powers. Globalization has political, legal, economic, social and cultural dimensions. There are many similarities between the characteristics of neo-liberal globalism and former forms of the 19th Century and ptre Firs World War policies pursued by industrialized nations' power struggle .

Taking into account the results of ongoing neo-liberal policies, it can be mentioned that in the 21 century the balance between labour and capital has been dramatically changed in the favour of latter. This also means that labour income has decreased, wage inequality has risen and the natural results of both; global, national and regional income inequality gap has widened. In addition to that working conditions have been degrading and employment injuries have been increasing. Depending on these global facts, the neo-liberal patterns have also influenced Turkey and caused abovementioned adversaries.

The socio-economic balance between labour and capital is utmost important for the social stability. In labour and capital competition, the power of labour can be achieved through an organized labour force. These organizations are called "unions" for many decades and they are the essential mechanisms in order to protect the rights of labourers. In 1960s, and in 1970s unions were the important organizations which reached considerable political and legal power to maintain and improve their members' rights in the labour markets.

Above all, it is observed that the global problems related to unionism have been increasing and the global system is unable to rectify any of those issues. Instead the problematic situation is gaining a steady status as social state is being eroded.

In 21. Century unionism is losing power throughout the world. In this context unions in Turkey are shrinking and their strength and power in maintaining and improving their members socio-economic benefits have been decreasing significantly.

To restore a good balance in social and economic sides requires tangible remedies in respect to revitalize the bodies and effectiveness of unions as well as to adapt them into changing conditions of labour markets.

Keywords: Deuninonization, neo-liberal policies, Turkey

Paper ID: 0468

PHRASAL VERBS AS COHESIVE DEVICES IN ESSAY WRITING WITH ENGLISH LANGUAGE LEARNERS

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Given the fact that Albanian as a very old Indo-European language does not have a real verb equivalent which could be matched to the English phrasal verbs. This paper aims to shed some more light in terms of a better improvement of learning and assimilation of this verb category in essay writing outcomes, in the case of 1st year Albanian English language students as non native learners. Furthermore, it aims to focus issues which through the so called Phrasal verb avoidance phenomena, in one way or another, impact the whole essay writing process as well as the overall textual cohesion and the logical functionality of a given essay to the targeted native public. In order to give a better and deeper insight to the phenomenon, the paper focuses on the overall elimination of the learning obstacles seen from the semantic as well as literary approach with the target non-native learners, in order to make easier the whole essay writing process. A different approach which would be a combination of both, literary and semantic perception of these verbs, without L1 interference, would be the right thing to do for all learners while writing an English essay whatever.

Keywords: Phrasal, verbs, cohesion, English, avoidance, production

EXAMINATION OF THE AFFECT OF MONTESSORI EDUCATION ON LANGUAGE DEVELOPMENT
OF PRE-SCHOOL CHILDREN

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At this research, the effects of Montessori Education to language development of pre-school children were examined. The sampling population of the research constituted of 35 children, 14 males and 21 females. Of the sampling population, 17 children participated to Experiment and 18 children participated to Control Group.

During the research, the pattern with pretest-posttest control group was used. In order to get information on children and their families who participated in the research, "Personal Data Form" was used. To measure the language development of the children, Descoeudres Language Test, Dictionary and Language Test, Peabody Picture-Vocabulary Test were used. During the analysis of data obtained from experimental process, Two-Way ANOVA for Repeated Measures on One Factor, Paired Samples T Test, Mann-Whitney U Test and Kruskall Wallis Test were used. According to the result of research, a significant difference was found between language development of pre-school children who receive education with Montessori Method and also education according to The Ministry of Education, Preschool Education Program.

Keywords: Montessori Method, Montessori Education, Language Development, Pre-school Education, Pre-school Children

Paper ID: 0470

AN INVESTIGATION OF THE CO-RESIDENCE WITH ELDERLY PEOPLE AND THEIR CHILDREN AND GRANDCHİLDREN: AN INTERGENERATİONAL ASSESMENT

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As a result of the increase in life expectancy in world societies, the need for elderly people to live with their families (coresidence) is on the rise. In view of this, in ageing societies, such as Western ones, a widespread interest has arisen, especially by social science disciplines, in determining intergenerational perceptions and attitudes, intergenerational communications, mutual aid, or emotional support. When different generations live together, there is the possibility of mutual support and cooperation. Firstly, the older persons contribute to supporting the family in different ways (financial, education, caregiving, etc.), secondly, the family contributes to supporting dependent elderly people. Coresidence in the same home may cause tension amongst the different generations. Some difficulties may be related to the physical characteristics of the home such as lack of space and equipment; but the difficulties may also arise due to the need for the family to adapt to the elderly person's personal and social situations. In view of this, the aim of this study was to run the validity and reliability studies of Turkish adaptation of ''Assessment Conflict in Coresidence With Elderly People'' (ACE) scale developed by Postigo & Honrubia (2010). ACE scale is a likert type scale composed of 20 items and five sub-factors. And the Turkey version for ACE scale's sample is recruited from the second and third generation relatives of the young people, their parents and grandparents.

Keywords: Intergenerational relations, coresidence with elderly people

Paper ID: 0471

TRANSLATION COMPETENCY IMPLEMENTATION, IT'S ROLE IN THE OVERALL TRANSLATION EFFICIENCY, IN THE CASE OF TRANSLATION OF NARRATIVE TEXTS FROM ENGLISH INTO ALBANIAN WITH ALBANIAN NATIVE STUDENTS

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This paper will be focusing the overall translation competency implementation in English translation and its role in the overall translation efficiency with the Albanian native students. The research comes as a result of the analysis based upon the gathered database comprising 50 translations made by English language students. The analysis focuses a range of competencies which are detected within the SL and the TL, seen from the perspective of comparison of these competencies seen as parameters to determine the degree of their overall implementation in the target texts in Albanian. The focus will be mostly on cultural, language, subject, textual and finally the content i.e. meaning transfer competence, as one of the key parameters to assess the overall value of the translation, into the language of the native speaker. The main aim of the paper is that through a so called empirical-experimental analysis, to try to give a better theoretical definition of translation competences, on the basis the analyzed translated texts. However, the definition has to follow and consider the so called underlying system of students' language knowledge, required for translation. To reach this, following the four basic translation features such as; a) it is expert knowledge and is not possessed by all bilinguals, b) it is basically and realistic procedural and not declarative student knowledge, c) it is comprising various interrelated sub-competencies, and the final, d) the strategic component is very important, as it is in all procedural knowledge.

Keywords: Translation, competency, implementation, efficiency, narrative texts

IMPROVEMENT OF THE LIFE QUALITY OF CHILDREN WITH LEUKEMIA

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Long treatment term of leukemia and the need for special treatment at the hospital have a negative impact on life quality in physiological, psychological and social terms. Similarly, the families of children suffering from leukemia are in need of social and emotional support no less than the children with leukemia themselves. For this reason, all kinds of training support provided to the children suffering from the disease and their parents and other family members is of great importance to make them feel that they are not alone in this difficult treatment process.

In this framework, "Smiling Eyes Project" is being carried out in collaboration by Abant Izzet Baysal University, Early Childhood Education Research and Application Center and Health School. This project, which was launched in March 2013 with the support of Bolu Bağışçılar Foundation with a planned term of 12 months, is implemented at the Pediatric Hematology Unit of the Pediatrics Department.

The project aims at supporting the development and education of 0-18 age children treated at leukemia clinic in a healthy and safe environment enriched with stimulants and provision of personal development support needed by the families of these children.

Education programs and materials have been developed for the children and their families in line with the analysis made in the beginning of the project. Subsequent to trainer's training and preparation of the education environment, the education programs have been placed into application. Four students from the Faculty of Education, Preschool Teaching and the School of Health are taking part in the project to provide education, development and health support.

The project process will be reviewed and the outputs will be discussed in this study. It is believed that the outputs of this project, which is carried out in Bolu Province, will provide guidance in raising awareness in the community and establishing cooperation with the related institutions and establishments.

Keywords: Leukemia, support education program, family training

A RESEARCH ON THE MILK AND MILK PRODUCTS' COOKING AND SAFEKEEPING OF HOUSEWIVES LIVING IN TOKAT CITY CENTRE

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The aim of this study, carried out in the city center of Tokat Province, is to define the practices of housewives of two generations concerning the preparation, cooking and safekeeping of milk and dairy products. The research was carried out on 80 housewives of different generations living in the provincial center of Tokat: 40 mothers or mothers-in-law and 40 daughters or daughters-in-law. The data for the research was collected using the technique of face-to-face interview with a questionnaire. The questionnaire form included general information about the women (age, education, etc.) and various questions about the practices related to the preparation, cooking and safekeeping of milk and dairy products. The evaluation of data was carried out using the package program of SPSS 16.0. Tables were prepared for each question showing the figure and per cent values and the related arithmetic averages were calculated. The data was evaluated by taking the generation (today and past) variable into account. The results of the study showed that pasteurized milk was not used in the past and the milk was not waited in the fridge without boiling. The correlation between two generations with regard to milk types used, milk keeping pots, yoghurt types used, and the pots used when making yoghurt was judged significant in terms of statistics ($p<0.05$). As the educational levels of women increased, practices of food cooking and storing are more healthy.

Keywords: Women, milk, products of milk, safekeeping, cooking

Strategic Role of Leadership Approach in Corporate Communication

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Intensifying competition and constant change have made even more complex about activities of the company with globalization. Companies must ensure compliance to all environmental factors and make a difference in the competitive environment that threatening their existence. The corporate communication is to plan and implement about communication measures of an organization's all audiences to be strategic. At the same time, the corporate communication; to create awareness about products and services businesses that offer and to develop trust and commitment wıth target group. An important value of companies are their personnel who to provide about competitive advantage and will make a difference. The customer satisfaction is closely associated with employee satisfaction in the companies.
Therefore, can not be achieved to customer satisfaction without the development of human capital. Well managed and good communication established corporation employees means quality products / services and customer satisfaction. The aim of the study; to determine the role of leadership approaches in the activation of personnel at corporate communications.The research is important for determining for managers attitudes and behaviors about these issues. In the first part of the research is discussed corporate communications, leadership approaches and strategic importance. In the second part , the survey questions that consisting of the research question will be administered to senior managers in companies. The fifty CEO who member of Istanbul Chamber of Industry in constitutes of the research's scope. Research methods will be used in the interview.

Key Word: Corporate communication, leadership, leadership approaches

Paper ID: 0477

NEW REGIME IN TURKISH LAW ON PAYMENT SYSTEMS AND ELECTRONIC MONEY

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By the Law (No. 6493) that was published in the Official Gazette on 27 June 2013, in Turkey, Payment and Securities Settlement Systems, Payment Services and Electronic Money Institutions gained legal framework. By Law No. 6493 companies will be able to serve by getting concessions from Central Bank of the Republic of Turkey. Law No. 6493 aims to regulate the basic principles and procedures about payment services, securities settlement systems and electronic money institutions.

As a beginning, The law regulates the system and system operator(s). According to Law, to be a "system operator" it is required to obtain permission from the Board (BDDK). In addition, it must be established as a joint stock company and must have adequate capital. Second, the "payment services" are subject to legal regulations. Third, the payment service provider has been granted legal framework. In this way, the legal framework for electronic money institutions and payment institutions will have been gained.

Electronic money, which constitutes exact equivalent of cash money is stored and transferred in electronic ways. Provisions have to be reserved in cash. Prepaid cards, bridges and toll labels, SMS payments, payments made by mobile phone etc. are exemplary. In this field, the companies such as PayPal, Webmoney can be mentioned. With the entry into force of this Act, how the Republic of Turkey approaches to bitcoin is a subject of wonder.

Keywords: Payment Systems, Electronic Money, Securities Settlement Systems, Financial Law

FIFTH GRADE STUDENTS' OPINIONS ABOUT SOLAR ENERGY:
ACTIVITIES PREPARED USING BY NEWS STORIES

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The starting point of this study is emphasised in Elementary 5th Grade Science Program that is the world's largest energy source and also origin of most of the energy sources is the sun. recently, one of the major problems of focused of the people in the world is seen as energy. In particular, the ongoing issues surrounding access to energy resources, known non-renewable energy sources, using of renewable sources of energy, effects on the world's climate of the environment and society that can be used energy are reported regularly in the media. For elementary students, These are important issues that will create a huge impact on quality of life in the short term as well as long term .

In this study, using news stories, opinions of students about solar energy is intended to enrich. The students were asked to write what they know about solar energy on the figure. This information was shared with the teacher of the course for helping their lesson planning. In light of these data, 8 activities related with lesson gains were prepared with the focus of newspaper, television, or Internet news. The research data were obtained using a semi-structured interview technique. Study group consisted of a total 41 students enrolled in 5. grade of randomly selected 2 primary schools in İzmit city center. Students said that their knowledges about solar energy after news stories activities increased. They said that they learned a lot of things in a playful way about renewable and nonrenewable energy sources, solar panels, to be converted to other energies of solar energy, solar panels, the relation between colours and absorption of sun lights.

Keywords: Solar energy, fifth grade students, news stories

IASSR INTERNATIONAL ASSOCIATION OF SOCIAL SCIENCE RESEARCH

THE QUESTION OF CHANGE IN PHILOSOPHIES OF KANT AND SARTRE

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This paper argues that it is necessary to ask first "what is change?" in a philosophical manner before investigating changes on social and behavioral sciences. Such a question will provide us not only an answer to "the question of change", but also an answer to changes in philosophy as a social science. In this context, we aim to discuss "the question of change" starting with ancient philosophy onwards with a specific focus on Kant and Sartre. There are particularly three reasons for highlighting Kant and Sartre in a philosophical inquiry on change. First, both can be considered as milestones in philosophy . Therefore, analyzing their conception of change will not only shed light further on the question of change, but also will show the developmental path of understanding of change in philosophy. Second, while Kant forms a new understanding of change, Sartre constitutes almost all his early philosophy upon change. Thus, besides their positions in philosophy, they are also significant philosophers in the discussion of the concept of change. Finally, although they can be represented as two other poles of philosophy, both of them present a new way of doing philosophy. This again will clarify how the way that philosophy proceeds. Consequently, this paper aims to discuss the question of change generally in philosophy, particularly in Sartre and Kant, which not only will reveal the question of change, but also will show the changes in the way of doing philosophy as a social science.

Keywords: social sciences, philosophy, Kant, Sartre, change

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A SCHOOL FOR DEAF AND DUMB IN OTTOMAN EMPIRE

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Education that is only interested in bringing up human being is the most essential work that people have ever done. Education and employment have vital importance for dead and dumb people who need special education to hold on to life. In accordance with Ottoman Empire' understanding in education and employment of deaf and dumb people, the state employed them at palace for different services. The services of deaf and dumb people consist of keeping guard at the sultan's gate at the palace, meeting internal services of Arz Room, amusing sultan by gagging during sultan's urban visits and being a hangman.

Ottoman Empire, which employed deaf and dumb people in this way until 19th century, felt the necessity of founding educational establishments for these people when they realized these individual's discomfort in society and comprehended that France already opened educational institutions for these kind of people. The school for deaf and dumb people was opened in İstanbul on October, 1st thanks to the support of Münif Pasha, the minister of education and the brief of Grati Efendi of Australia, the director of school of commerce.

The school for deaf and dumb people which has kept its presence hardly since the day it was opened, suffers from building change and financial problems. In spite of all these difficulties, there have been some people who graduated from this school and adapted into the social life. This study tries to reveal how the opportunities of education and employment for deaf and dumb people were provided in Ottoman Empire within the frame of archival resources.

Keywords: Education, school, deaf, ottoman empire, dumb

Paper ID: 0481

THE IMPACTS OF LEADERSHIP STYLES ON ORGANIZATIONAL TRUST AND EMPLOYEES' PERFORMANCE

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Leadership styles was enormous argument in all organizations. In the literature, results of recent surveys about positive employees' behaviors have reported that leaders can make improvements in performance of employees. Leadership styles, whose effect on forming organizational trust has gained an increasing concern in recent years, is considered to be a key factor in ensuring performance of employees. In the literature of leadership and organizational trust and employees' performance separately, similar results have examined the relationship between these three variables with each other despite the limited number of studies have examined the relationship. This situation increases the importance of this study. Also in this direction in this study as compared to other studies employees' performance is discussed in the third device. The findings from leadership styles and the employees' performance and organizational trust that affect the way in revealing what is important. For this study, we used three questionnaires [Multifactor Leadership Questionnaire by developed Bass and Avalio (1993); Organizational Trust Scale by developed Bromiley and Cummings (1996); Employee Performance Scale developed by Sigler and Pearson (2000)] for gather data from 169 participants in 43 different businesses in Plastics and Rubber Industry sectors of OSTIM Sites in Ankara-Turkey. Analysis is underway.

Keywords: Transformational Leadership Style, Transactional Leadership Style, Organizational Trust, Employees' Performance

Paper ID: 0482

THE EXPECTATIONS AND THE OPINIONS OF SECONDARY SCHOOLS' TEACHERS ABOUT IN-SERVICE TRAINING ACTIVITIES (A CASE STUDY: ÇANAKKALE)

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Developments in science and technology affects the education; this enforces the teachers who are one of the most important components of the education to follow the last improvements in science and technology and improve themselves. In-service training plays an important role in teachers' professional development. There are two types of in-service training which include central and local teacher training. Central in-service training activities are undertaken through General Directorate of Teacher Training and Development in the name of the Ministry of National Education. In this respect the Ministry of National Education carries out many activities for in-service training every year. But, among all these in-service activities held in many different areas there are so few activities that can contribute to the professional development of teachers and can meet the expectations of theirs. The aim of this study is to determine the expectations and opinions of the secondary schools' teachers about in-service training activities. The universe of this study is the teachers that work at the secundary schools in the center of Çanakkale and the examples taken are 80 branch teachers. The semi-structured interview form developed by the investigators for determining the expectations and opinions of the teachers is used in this study. The opinions and expectations of the secondary schools' teachers about central in-service training activities.have been identified according to the data obtained at the end of the interviews.

Keywords: In-service education; Teacher training; Professional development

EVALUATION OF VOLUNTEER AND PROFESSIONAL DISASTER WORKERS IN TERMS OF POST TRAUMATIC STRESS DISORDER AND PERCEIVED SOCIAL SUPPORT

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In the literature regarding to traumatic stress, it's seen that the studies mostly focuses on the directly affected population. There's only few studies about the population such like disaster workers who indirectly exposed to traumatic events.

This study examines whether there is a difference in volunteer and professional disaster workers' traumatic stress and perceived social support levels. The study also aims to examine the relation between traumatic stress and perceived social support.

A total of 203 disaster workers, involved in critical operations. 120 participants were (%59.1) voluntary disaster workers and 83 participants were (%40.9) professional disaster workers. %69 (n=140) of the participants were male and %31 (n=63) of the participants were female. Posttraumatic Stress Symptoms Scale and Perceived Social Support Scale were used as assessment instruments. The data was collected in İstanbul and Bursa Regions.

It was found out there was no significant difference in scores of Posttraumatic Stress Symptoms Scale and Perceived Social Support Scale between volunteer or professional disaster workers. A significant negative correlation was shown between the Perceived Social Support Scale score and Posttraumatic Stress Symptoms Scale score.

Disaster workers as trauma workers may be at risk of traumatic stress through indirect exposure to traumatic events. Suggestions for future research what can be done to protect disaster workers from secondary traumatic stress are addressed.

Keywords: Secondary Traumatization, Disaster Workers, Traumatic Stress, Social Support

THE ROLE OF EDUCATION OF TASTE (ENJOYMENT) IN EARNING STUDENTS AN AESTHETIC TASTE IN MUSIC EDUCATION AT PRIMARY EDUCATION LEVEL IN TURKEY

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The study discusses the concept "the education of taste", which is an important part of music education at primary education level in Turkey. Through "the education of taste" in music education, students are intended to gain an aesthetic outlook; make them enjoy listening to universal and cultural selected musical pieces; make them show more selective approaches to the kinds and pieces of music. When the developments of individuals are taken as a whole, having the aesthetic taste gained through music may play a part in contributing to the general knowledge of individuals.

Within the scope of the study, all the acquirements and behaviours within the framework of "the education of taste" will be studied in the light of programmes of instruction of music lesson. Besides, music teachers' opinion will be asked to reveal the practical side of "the education of taste" and their opinions on the issue will be discussed within the scope of the study.

Through the education of music in Turkey, as is across the world, individuals' self-development in terms of arts and culture, their self-expression via art and having their own aesthetic perception are among the qualities that individuals are intended to gain.

"The education of taste" should not be left aside in music education, and music teachers' attention should be drawn to the issue so that it can be an effective process of forming behaviour. The role of "education of taste" in music education as a whole can be explained as contributing to better, more adaptable, more prolific, more qualified and kind individuals with sense of art.

Keywords: Education of taste, Aesthetic education, Primary education, Music education, Aesthetic

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VARIED (CATAL) SONGS IN TURKISH FOLK MUSIC

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Turkish folk music is a kind of music which reflects life styles of people and their emotions and thoughts with its varieties of subjects, tune and rhythm.

Every society takes shape and expresses itself through its own culture of music. Folk songs in Turkish folk music are one of the basic cultural elements of Turkish people.

While dealing with the folk songs as an expression of oral culture, varied folk songs (çatal) appear. Analysis studies on folk songs carried out in Turkey show that, in different geographical regions and different cultures, the same word or the same tune is reproduced or multiplied with variations. Folk songs become varied in terms of word, tune and rhythm, which has led to the variation and proliferation of songs.

This study discusses the varied (çatal) songs in Turkish folk music and draws on the reasons for variations; examines the oral pieces in the repertory of Turkish Radio, Television Corporate (TRT); and investigates several of the songs, thereby the issue at hand is shed light.

Keywords: Culture, Turkish Folk Music, Song, Variation, Varied (çatal) Song, Oral Culture

THE OBSERVATION OF THE EFFECTS OF AUTHENTIC ASSESSMENT APPROACH ON
PROSPECTIVE TEACHERS` PROBLEM-SOLVING SKILLS

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The purpose of this study is to evaluate the effects of the authentic assessment approach on candidate teachers` problem-solving skills in research methods lesson. For this purpose the following questions are answered.
1-Is there a significant difference in terms of problem-solving skills between the final test results and the pre-test results of the control group which was applied traditional education and assessment and the experimental group which was applied authentic assessment approach?
2-Is there a significant difference in terms of problem-solving skills between the final test results of the control group which was applied traditional education and assessment and the experimental group which was applied authentic assessment approach?
In this research, experimental figure was used with pre-test and final tests with control group. The study group of the research consists of the prospective teachers in A and B classes of the department of Primary School Teaching in Ziya Gokalp Education Faculty in Dicle University in 2013-2014. The experimental group involves 42 students (21 female and 21 male), while the control group involves 43 students (26 female and 17 male), this research was applied to a total of 85 prospective teachers. Because there is no significant difference between the pre-test results of the control and the experimental group, it can be stated that in terms of the assessed specialities they are equal.
As data collection tool, a problem-solving inverntory consisting 35 items which was developed by Heppner and Peterson (1982) and was adapted to Turkish by Sahin, Sahin and Heppner (1993) was used.
Because the study has not been resulted yet the findings will be presented later.

Keywords: authentic assessment, problem solving skills, prospective teachers

Paper ID: 0488

USES AND EVALUATIONS OF RIDDLES IN TURKISH LANGUAGE TEXTBOOKS FOR FOREIGNERS

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In language teaching environments riddles are utilized as activities, which ease learning process via interactions either individually or in groups.

It is considered that teaching languages with riddles help the learner focus more easily. The riddles also serve as a complementary tool, which shortens the way of the learner to success. Therefore riddles that students enjoy either individually or as group activities are important instruments that enable students to rectify their shortcomings and measure their levels, when implemented as end-of-unit exercises.

The biggest contribution of riddles in language teaching process is its function to help students to repeat the topics. Riddles are also known to improve the ability of memorising vocabulary; therefore it is widely examined and discussed the functions of riddles in Turkish textbook sets for adult foreign learners, edited by Turks. A content analyses is made in order to uncover the frequency of placement of riddles in textbooks and exercise books in relation to the levels of the books, moreover the types of riddles chosen to be included in these books, the location and the aim of the riddles, the relevancy of the words employed in riddles, which should be chosen according to the levels of the books, the ability of riddles in culture transference and which language skills are being targeted by the riddles are also among the studied topics.

The examined textbooks have shown that the books have a very low rate of possessing riddles. When riddles are employed in textbooks it is seen that crosswords were favoured over other types of riddles and also there are very few examples that would help transferring the culture and teaching necessary vocabulary, which is a significant deficiency for exercise books and Turkish text books for foreigners.

Keywords: riddle, foreign language teaching, word, content analyses

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THE SOCIALITY OF MEANING AND MEANING PARADIGM OF MODERNITY

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The aim of this study is prove that the meaning stands at the center of society. So we want to achieve a holistic social statement. Our basic view is that all of the elements of the social structure are concrete indicators of meaning.

The fact that meanings are the basic structural element of communication, interaction and social networking. Social institutions are connected meaning networks. Basically, social norms and values are generally accepted enforceable and binding forms of meaning. Social roles are stereotypes and the current models of meaning. The meanings are basic building block of society. The structural, operational and symbolic forms of meaning are creates static and dynamic elements of society. Thinkers that suggesting opinions on the meaning have agreed at one point. This point is that the meanings does emerge of correlation between the human mind and entity and subsequently It actualize by communication between people. Dilthey said that "meaning is rediscovery of the I in the you" He wanted to tell this sentence is that starting the understanding signification process is realize by communication between people.

The main problem of our study is meaning lies on the base of all social events and phenomena. Thus, the meaning creates community. We are trying to emphasize that modernity has changed the relationship between the meaning and value. How these changes have affected meaning graticule of today's society? How to continue the process of influence today? In our study will seek to answer these questions?

Keywords: social meaning, modernity, value of meaning

Paper ID: 0492

TURKISH ENERGY POLICY AND ENVIRONMENTAL SECURITY WITHIN THE FRAME OF "NEW GREAT GAME" IN EURASIA

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Energy sources, which are an important element of social and economic development, have rapidly declined due to increasing population, urbanization, industrialization and the development of technology. Because energy resources are not distributed equally among all states, powerful states have a conflict of interest in order to have energy sources, produce them and control their power lines. In this context, the concept of "Great Game" has taken place throughout the world. For instance we may observe the rivalry between Britain and Russia at the end of the 19th century in Azerbaijan; pertaining to each country's desire to control the abundant local energy source as a prime example of the Great Game. In more recent times the concept of "New Great Game" has been proposed instead of Great Game. And that game, which is focused on Eurasian geography, has lots of new players including Turkey.

Turkey's stance is of fundamental importance to this 'new great game' due to take place in the center of the energy basins. Turkey acts as a gateway for Asian exporters of gas and crude oil to import-dependent European markets. In addition Turkeys booming energy market has created a domestic demand for Asian energy exports. This illustrates how important Eurasia is for Turkey and also it equally; how important Turkey is for Eurasia. However, environment pays cost of all these activities results. Environmental degradation and environmental security are common problems in Turkey and also all states.

This study analyzes the change and transformation of Turkish energy policy as a result of strategic games played within Eurasian geography. In addition, observing policies relating to environmental security, it seeks to answer whether environmental security is under threat or not.

Keywords: New Great Game, Eurasian Geography, Turkey, Turkish Energy Policy, Environmental Security

Paper ID: 0493

THE IMPACT OF ORGANIZATIONAL CULTURE ON JOB SATISFACTION

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The purpose of this study is to investigate the effects of corporate culture on job satisfaction by analyzing organizational culture of small and medium-sized businesses that processing cereal products in the food industry. Therefore, theoretical knowledge related to organizational culture and job satisfacion are included in the research. In this regard, a survey from with 39 questions was created through questions, which were taken from surveys, whose validity and reliability are ensured to measure dimensions of organizational culture and job satisfaction. In the first section of questionnaire, which include 30 questions, professionalism, development, promotiveness, result oriented, hierarchy, formalism and creativity dimensions of organizational culture are analyzed. In the second section of questionnaire, The job satisfaction scale, which consists of 9 statements, were mainly used measuring job satisfaction. The level of participation by survey respondents to these statements were measured with the 5-point Likert scale in the form of (1) Not representative at all, (2) Slightly representative, (3) Partially representative, (4) Mostly representative and (5) Completely representative. This created new form was applied to small and medium-sized businesses that processing cereal products in the food industry in Balikesir in Turkey. The universe of the study consists of 150 individuals. 117 of them responded all questions in the instrument.

Keywords: Organizational culture, Job satisfaction, Food industry

E-GOVERNMENT APPLICATIONS IN EDUCATION: KURUMNET

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To keep up with the developing and changing world, to meet the needs of the society, to have an efficient management and to construct an information network, governments strongly need technology and science and therefore a new system has been put into practice, which is called "e-government".

E-okul, Mebbis, Tefbis, KBS and KurumNet are the main elements which form the education field of this system. Besides, all these elements have detailed extra applications.

The purpose of this study is to measure the incomes of KurumNet, which is a private enterprise, from the point of view of school principals, need to examine its efficiency and incomes compared to its cost.

In this study, 34 applicants have been interviewed and the results are examined in content analysis method. Results show that, KurumNet is an extremely useful application since it provides a rapid communication and an easy document share. Considering its annual costs and update casts, most of the applicants think that using this application is quite profitable as it allows them to save effort, time and to reduce stationery costs. However, some applicants emphasize that instead of private enterprise, Ministry of National Education itself must meet this need using its own sources.

Keywords: E-Government, E-Communication, E-Sign, Network, Internet and Intranet

THE RELATIONSHIPS BETWEEN THE BIG FIVE PERSONALITY TRAITS AND ACADEMIC
MOTIVATION LEVELS OF TURKISH UNIVERSITY STUDENTS

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The relationships between personality traits and motivation are significant for effective learning
and teaching. The main purpose of this study is to determine the relationships between
personality traits and motivation levels of Turkish university students. The specific purpose of
the study is to determine which personality factor predicts academic motivation to what extent.
For this purpose, Adjective Based Personality Scale (ABPT) developed by Bacanlı et al. (2009)
was conducted on 353 (237 female, 116 male) students who study at state universities. ABPT
was developed according to The Big Five Personality Traits and measures the five main factors of
personality. Academic Motivation Scale was developed by Valerant et al. (1992) according to self
determination theory and consists of seven factors (Amotivation, External Regulation,
Introjected Regulation, Identified Regulation, Intrinsic Motivation to Know, Intrinsic Motivation
to Experience Stimulation and Intrinsic Motivation to Accomplish). Turkish adaptation was done
by Karagüven in 2012. The results indicate that, all personality factors show significant relations
with academic motivation. While conscientiousness has been shown to be positively and
significantly correlated, neuroticism has been shown to be negatively and significantly correlated
with academic motivation. In order to determine which personality factors predict academic
motivation level stronger, data were analysed by multiple regression analysis. The subcategories
which form personality explain 16% of variance on the levels of student motivation. When the
significance tests of regression coefficients were examined, the neuroticism and
conscientiousness factors of personality ($p < 0,05$) were found to be significant predictors of
academic motivation.

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Keywords: The Big Five Personality, Academic Motivation, Self Determination

THE "CIVIL" WING OF TURKISH ARMED FORCES IN THE CONTEXT OF SOCIAL MEMORY: ASSOCIATIONS OF ARMY OFFICERS' WIVES

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Nationalism is not yet adequately understood although it plays an important role determining the order in which we live. To comprehend nationalism better, the relations of social gender must not be ignored. Nevertheless, the literature about nation-state and nationalism doesn't deal much with the social gender. However, it is via sophisticated and different strategies that the nationalism involved men and women to the national project. The inextricable relation between women and nationalization process caused the fact that the armies allocated serious responsibilities to women in nation-state's foundation period. In Turkey, it is worth examining the meaning that the army assigned to woman because of the key role that Turkish Armed Forces play in politics. The scholars working on social gender and nationalism generally consider the woman as being the reproduction center of the army, while they generally ignore the militarization of military officers' wives. As the fundamental supports of "Kemalist national family" project, women who are military officers' relatives have been inside the wall of Kemalist conservatism, and they served the proliferation of patriarchal and nationalist codes. It is possible to examine the traces of women's militarized perceptions via "the Associations of Army Officers' Wives", founded by wives of military officers.

In this study, it shall be discussed how the women, who are organized in Associations of Army Officers' Wives in a rank system similar to the one of their husbands and who constitute the "civil" wing of the army, serve the normalization of nationalism in Turkey. The aim of the study is to examine by using semi-structured in-depth interview method, how women define their social identity through their husbands' uniforms.

Keywords: Social Memory, Social Gender, Obedience, Associations of Army Officers' Wives

THE FOOD AND BEVERAGE RITUALS IN THE TURKISH CULTURE

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In Turkish culture, the process of from birth to death rituals are noteworthy features. The birth-related food and beverages practices are located at the beginning of these are so important to be investigated. For this purpose, a qualitative perspective, interviews with resource persons were analysed. These were determined with these study: 'maternity' is being said to new birthing women and she has a certain period of a different life; a kind of special sherbet is given to maternity for plenty of milk; and that sherbet also is served to visitors for good wishes, in Gaziantep also served with 'kahke' [a kind of special cookies]; water-sugar is given to new birth baby first in the so many cities but in the some regions honey or sweet things are given; if the baby is girl 'murtuğa' (in Bitlis), 'helva' (in Sivas); if the baby is boy 'şirin kayganak' (in Bitlis), 'kaygana' (in Sivas), 'höşmerim' (in Ankara) is cooked then served to visitors; sweety and soft foods is served to maternity; soup, rice with meat and 'hoşaf' are served to everybody when the baby is born in Kırıklareli; rice soup, chicken, pastries, cream, 'paluze' and fruits are generally served to everybody in Afyon. It is suggested that to interview with more people for different regions and more details.

Keywords: Turkish cuisine, transition periods, childbirth, food and beverage rituals

USING TURKISH COMEDY CINEMA FILMS İN GROUP THERAPY TO INCREASE SELF-ESTEEM AMONG ADOLESCENTS

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This article describes the creation, implementation and evaluation of a program intended to improve self-esteem in Turkish adolescents. It details a pilot group in which various aspects of self-esteem (body image, autonomy, confidence, positive friendships) were addressed. This was accomplished by using the stimulus of film clips(Banker Bilo and Zugurt Aga) to depict the theme of four week. Participants were seven self-identified Turkish adolescents from Rize City Turkey who were between ages 15 and 18 years. Pre- and postgroup self-esteem levels were assessed using the Coopersmith Self-Esteem Inventory as well as weekly outcome measures. Because of the small sample size of the group, it was difficult to establish a statistically significant change in self-esteem. However, despite the small sample size, four of the seven participants improved reported levels of self-esteem while two remained relatively unchanged and one decreased. Overall, participants rated the group highly and the film clips as very useful. Participants in this pilot group program agreed overall that the group was enjoyable for them. This was evidenced by reporting high scores for items related to feeling that the group was right for them, that they would recommend the group to others that they felt understood as a young Turkish adolescent that they felt more positive about themselves at the end of the session. Participant responses and scores indicated that using film clips in this group therapy session was well received and effective in terms of facilitating discussion on weekly themes related to self-esteem.

Keywords: Comedy Films, GroupTherapy,Self-Esteem,Turkish Adolescents

Paper ID: 0505

PERCEPTION OF ELDERLINESS OF THE AGED AND YOUNG PEOPLE IN RURAL AREAS

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The study focuses on how the perception of elderliness of aged and young population is formed
in rural areas.
The aim is to find out the factors that determine these perceptions and to explain the reasons of
differences in peceptions (provided that such differences do exist) by taking the structural
features of the rural areas into account. Also a secondary goal is to find out the reasons of
strugglesbetween generations by departing from the differences of these perceptions.
Study universe is the rural parts of the Zara district of the Sivas City. 15 villages of Zara is taken
as the sample of the study. The data will be collected by structured intervews and 30 interviews
will be conducted in 15 villages. Half of these interviews will be conducted with the younger
generation (15-25 y.o.) and other half will be conducted with theelderly (65+ y.o.).

Keywords: Rural life, Aging and Elderliness, Perception of Aging

Paper ID: 0506

ETNIC MINORITIES AND SOCIAL CAPITAL: TURKISH MINORITY IN DANMARK

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Social capital is broadly described as norms, social networks and trust. Social ties maintain social integrity and collaboration in addition to creating the feeling of belonging. Social capital is bidirectional; while it is an advantage for the people inside the group, it may be a disadvantage for those outside the group. With regard to ethnic communities, social capital decreases the isolating and discriminatory effects of the majority and makes opportunities accessible by means of forming its own resources. With regard to ethnic minorities, it is a state of social and psychological defense and while it maintains a high social capital within the majority and minority groups, it may have a negative quality in the majority of the society.
There are many studies which emphasize the positive aspects of social capital. Almost all cases related to the social capital focus on the positive aspects and few studies focus on the negative cases. The present study addresses the positive and negative aspects of social capital in terms of the majority and minorities, networks within and outside the group and relationships.
In the present study, the social capital concept related to Turks living in Denmark will be discussed within the framework of security, participation, relationships and memberships and migration receiving and sending countries. The study is based on a field study carried out on 450 people with Turkish origins in Denmark between 2008 and 2009.

Keywords: Social capital, ethnic mitorities, Denmark

Paper ID: 0508

RELATE TO IMPROVING SELF-ESTEEM AT A SPECIAL NEEDS SCHOOL FOR EMOTIONALLY DISTURBED ADOLESCENTS IN TURKEY

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Adolescence is a transitional period in life involving physical, emotional, social and educational changes. During this time, many adolescents, especially those who are emotionally disturbed, experience problems with frustration, anxiety,behavior and depression. Many need the Intervention of schools to assist them to deal with their severe problems and poor self-esteem. This study focused the School which works with troubled youths and provides them with programs and activities to deal with their problems and develop into well-adjusted and productive individuals. In the present study, a formative evaluation of the programs and activities at the school that can Improve self-esteem in selected areas, promotion of relationships, promotion of help and support, school related experiences and development of career awareness, was done, along with pre- and post-tests on self-esteem, to determine if the School's goal of improving self-esteem was being met. The findings indicate, that being exposed to the programs and activities at the School for four- week ,did improve most of the students'self-esteem; however, some did not Improve.Furthermore, the influence of demographic characteristics of the students (age, sex, grade, I.Q.,etc.) and their impact on over-time changes in self-esteem, was not significant.It was concluded that the self-esteem of emotionally disturbed adolescents was improved through the interventions of the programs and activities at a special needs school. The results of the formative evaluation provided data to determine correlations between the programs and activities at the school with self-esteem changes.

Keywords: Emotıonally dısturbed, ımprovıng self-esteem, specıal needs, school, adolescents

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REFLECTIONS OF TOURISM BUSINESS' ENVIRONMENTAL AWARENESS TO THE JOURNALS

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Nowadays, it is observed that traditional management perspective is released and directed into more organic systems with a modern perspective in the tourism businesses. Indeed, the sustainability of organic systems are more possible. In addition, it is known that with the rapid growth of the world population effects the famine in the natural environment, and directly effects the tourism business which is in close relationship with nature. In Turkey, tourism businesses' contribution to the economy are undeniable level, and these businesses lure tourists with these kind of motivation factors: sea, sand, sun, forest, and lake. Therefore, in this study, tourism businesses' environmental awareness implications in the newspapers have been examined. With the qualitative research approach, using document analysis method, five highest number of national newspapers in Turkey according to the data of the Press Ad Agency has studied. In this way, 'Zaman', 'Posta', 'Hürriyet', 'Sözcü' and 'Sabah' newspapers' electronic publications were used. Newspapers, scanned for March 2004-March 2014 date ranges with the "tourism" and "environment", "nature", "pollution", "ecology", "green" keywords that had been determined by three field experts. The news are clustered in the themes then are given meaning in these titles. It is suggested that to adaptate a scale by means of these themes.

Keywords: tourism, tourism businesses, newspapers, environment

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AN ASSESSMENT OF POVERTY IN TURKEY IN THE CONTEXT OF MULTIDIMENSIONAL POVERTY INDEX (MPI)

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Studies intended to understand the causes and sizes of the poverty are mainly focused on income and consumption variables. However, differentiation of socio-economic characteristics owned by the countries and regions make these variables alone inadequate in order to understand poverty. In this context, Multidimensional Poverty Index (MPI) is complementary of income and consumption based poverty approaches. In understanding poverty, standards of living, health and education are the three variables MPI is based on. Within the framework of these variables, comparable data on 104 developing countries, including Turkey, are displayed. The aim of the study is showing the dimensions of poverty within the framework of MPI in Turkey and comparing them between countries with similar socio-economic characteristics. Scope of the research is limited to years between 2010- 2013 as UNDP first released data on MPI in 2010.The method of the study is literature research, mainly focusing on UNDP data source. As a result, in order to evaluate the poverty in Turkey realistically, having comparative analysis is as important as evaluating the original structure of poverty in Turkey. As MPI reveals which ways the poor are destitute in a wider perspective, evaluating data about MPI will be guiding to the policies will be developed as a solution of poverty.

Keywords: Poverty, Multidimensional Poverty Index (MPI), Standards of Living, Health and Education

RISK BASED INTERNAL AUDITING IN THE TURKISH BANKING SECTOR AND THE
IMPLEMANTATION ANALYSIS

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Arrangements which are made as a result of accounting scandals, especially the events in the U.S, affected both independent audit size and internal audit size. This process has resulted in revision of internal control and corporate governance practices of banks based on Basel regulations. Therefore, banks need rapid development of corporate structure and to put internal audit in the centre of corporate governance practices. After Basel II criteria, the internal audit function come to the fore further and following the financial crisis, it entered the Banking Act and the regulations issued on the basis of this law, establishing internal audit units has become a statutory requirement of banks.

With this study, the Risk Based Internal Audit System which was formed within the framework of BASEL and the effects of changes in banks' risk perspective in the internal control system, is attempted to put forward. Based on BASEL, ERM and International Internal Audit Standards the current state of Risk Based Internal Audit System in the Turkish banking sector will be critically evaluated. In light of assessments and analyzes recommendations will be made about the continuous development and recruitment of the banking system.

Keywords: Risk Based Internal Audit, Turkish Banking Sector, BASEL

Paper ID: 0513

A RESEARCH ON CUSTOMERS' INTENTION TO USE MOBILE SERVICES IN TURKEY

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Important services which improve the quality of people's lives are offered in mobile communication technologies. Mobile devices have become an integral part of everyday life. Consumers are using mobile devices not only for voice communication but also for different operations like messaging, playing games; listening to music, access the internet, banking transactions and much more. These types of advanced applications are often referred to as mobile services.

According to data from Information Technologies and Communications Authority (BTK), by the end of December 2013, mobile subscribers in Turkey has reached the number of 69.6 million, the number of 3G service subscribers which started to be offered in July 2009 reached 49.2 million. The widespread usage of mobile internet becomes increasingly common along with the usage of mobile services.

In this research a model was developed to examine the intention on mobile services usage of consumers in Turkey based on technology acceptance model. Customer satisfaction is discussed as the main factors of consumers' intention to use mobile services and the factors affecting customer satisfaction is discussed as perceived usefulness, perceived ease of use, perceived enjoyment, perceived cost and perceived image factors. That it has been demonstrated in studies conducted in different countries that these factors have an influence on the intention on usage of mobile services. This developed model will be implemented on consumers in Turkey, its results will contribute to researches in the field of mobile services

and provide guidance to practitioners.usefulness, perceived ease of use, perceived liking, perceived fees and perceived image factors. That it has been demonstrated in studies conducted in different countries that these factors have an influence on the intention on usage of mobile services. This developed model will be implemented on consumers in Turkey, its results will contribute to researches in the field of mobile services and provide guidance to practitioners.

Keywords: Mobile Services, Intention, Technology Acceptance Model

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COMPARISON BETWEEN SCREEN READING AND THE CLASSIC READING ON GRADES 5 AND ASSESSING ATTITUDES TOWARDS SCREEN READING

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We are living the times in which science and technology is moving nonstop and a new invention is discovered every day. Reading skills have an important role on maturing individuals' ideas, differentiation of their perspective, rise of vocabulary capacity, the development of language development, completion and transfer of the information, following and applying of technology, interpretation of life and events and making accurate analysis. In addition to the classic reading in today's world, the reading activity is carried out on many elements like mobile phones, computers, tablets, e-book readers, etc. as a reflection of rapidly evolving and changing digital environment.
It has now become a necessity to develop skills and awareness for this type of reading. In this study, the comparison between screen reading and classical reading on 5th grade elementary school students will be made and their attitudes towards reading will be revealed

Keywords: Classical reading, electronic / screen reading, understanding

INVESTIGATING UNIVERSITY STUDENTS' SELF-HANDICAPPING TENDENCIES IN TERMS OF SOME VARIABLES

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Self-handicapping refers to the undermining of one's own performance, usually for the sake of impression management. When individuals fear or expect they may fail at tasks that are important to them, they often engage in practices that may actually increase the probability of failure (or at least lower achievement) so they have an excuse, other than lack of ability, for the failure.

Self-handicapping has been conceptualized as a trait-like tendency (Jones & Rhodewalt, 1982) and as a situation-ally induced behavior. Those who have described it as a trait argue that some individuals are simply more inclined to self-handicap than others, and this inclination is present across situations. Sources for the development of such a trait may be biological (i.e., more anxious personality) or can arise from socialization experiences in childhood, such as a strong emphasis on the importance of appearing able.

The purpose of this study is to analyze self-handicapping tendencies of university students according to some demographic variables.

Method

Participants

Participants were 175 university students enrolled in Aksaray University, Faculty of Education in 2013-2014 education semester. 118 of them were female (%67.4) and 57 were male (%32,6).

Results

The study found that females were more inclined to self-handicap than did males. This difference can be explained by the different value men and women ascribed to the concept of effort. On the other hand, the study indicated that a positive relationship existed between self-handicapping and the income level. As the income of the family increase the inclination of self handicap inrease as well. And finally it is revealed in this study that there is a significant relationship between self handicapping tendency and educational level of mather and father. That is, as the educational level of family increase the self handicap tendency increase in the same vein.

Keywords: self-handicap, university students, demographic variables

Paper ID: 0517

THE INTERACTION BETWEEN RELIGIOUS FAITH AND FAMILY IN MODERN SOCIETY: A CASE STUDY

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This study explores the influences of religious faith on the family structure - family bonds, the ties of kinship, cohabitation, divorce and marriage- with the focus on Christianity and Islam. Moreover, it examines how modernization affects the interaction of traditional religious beliefs and family values in society. I collected data and arrived at conclusions using interviews as a research method in order to investigate and better understand the contrast and similarities between Muslim family structure and Christian family structure in an Islamic country like Turkey with more than 99 percent Muslim population (Country Profile: Turkey, 2008) and a Christian country like the United States with a Christian population around 78.4 percent (U.S Religious Landscape Survey, 2008). I have analyzed a small sample of Methodist women and Turkish-Muslim women that 20 Sunni Turkish women who pray 5 times a day in the town of Cermik in the city of Diyarbakir, Turkey, and 20 Christian women who attend the First United Methodist Church in Pasadena, Texas on a regular basis.

Keywords: Religion, Modernization, Islam, Christianity, Cohabitation, family bonds

THE ATTITUDES OF TEACHER CANDIDATES TOWARDS CHILD RIGHTS

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Child has become a subject of research at every period of history. Child rights is a universal concept that is used to define all rights such as education, health, sheltering, protection against physical, psychological, or sexual exploitation, and growing up healthy which whole children have from birth legally or morally. Child rights are a topic that must be dealt with in the concept of human rights.

The international document about child rights today is "The Convention on the rights of the children" which was accepted by United Nations on 20th November 1989, and approved by 193 countries. 20 November has been declared as "Universal Children's Day", and has been celebrated as "World Children Rights Day". This convention nearly accepted by all countries worldwide was signed by Turkish Republic in 1990, and went in effect in 1995.

The population of the study consists of Trakya University Faculty of Education students. All students at the 1st and 4th grade of Classroom Teaching Department have been included in the research, and application has been realized with 215 students. The main aim of the study is to determine the level of the attitude of teacher candidates towards child rights, and specify the amount and direction of change at the attitude of teacher candidates towards child rights with the educations provided at T. U. Faculty of Education Classroom Teaching Department.

In addition to this general aim, it is also aimed to designate whether the attitudes of teacher candidates towards child rights vary depending on variables such as age, gender, and success levels.

Data collection tools are demographical information questionnaire developed by the researcher, and "Attitude Scale about child rights" consisting of 22 items and developed by Prof. Yasemin Karaman Kepenekci. "T test", "variance analysis" and "LSD tests" have been used at the analysis of the data.

Keywords: child rights, classroom teacher, teacher candidate, student, education

Paper ID: 0522

PEER RELATIONS, CONFLICT AND CONFLICT RESOLUTIONS REPRESENTATIONS IN CHILDREN'S PICTURE BOOKS

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Children picture books are important agents supporting children development in different ways in preschool years. Children literature both contributes emotional development, and helps model social behavior that are acceptable and unacceptable (Morrow & Gambrell, 2004). Picture books is utmost important for cultural representation and socialization (O'Neil, 2010). The aim of this study is to analyze the themes related to peer relations, conflicts and resolutions in children picture books intended for preschool children. Picture books in early childhood classrooms and children libraries that were randomly selected are currently in examination. The following selection criteria was used for the books : was intended for 3-6 years old children, was not fairy tale, was fictional and included a scenario related to peers. Content analysis is being used as a method for data analysis. Positive and negative feelings and thoughts toward friends, collaboration, initiating communication, and negotiation as a conflict resoulution strategy are the striking findings derived from the preliminary analysis. This study has important implications for selecting appropriate books regarding peer conflict and conflict resolution strategies and providing authors of children books with feedback.

Keywords: children picture books, peer relations, peer conflict, conflict resolutions, preschool

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THE ANALYSIS OF EFFECTS OF FOLK DANCE TRAINING ON 5-6 YEARS OLD CHILDREN'S PHYSICAL AND SOCIAL DEVELOPMENT

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The purpose of this study is to analyze the effects of folk dance training on 5-6 years old children's physical and social development who attend preschool education.The research has been occured with the participation of 40 children in 5-6 age group who attend prep classes (preschool) in primary schools in the center of Balıkesir and their class teachers of the schools that they attend.The design of the research has been established as pre-test post-test control group experimantal pattern.During the research,32 hours of folk dance training has been instructed in all,through two months as 4 training periods in a week.Control group students have been attended their daily preschool education programme. 5 anthropometric (height, arm span, sitting height, weight, leg length) and including two motor features (balance, flexibility) tests and 22-items of social cohesion test have been put into practice seperately for each student as data collection instruments of the research. As a result of the analysis conducted,it has been detected that there is a significant difference between the experimental group who attend the folk dance training and those who do not in terms of physical and social development. (p<0,05)

Keywords: physical development,social development,folk dance

Paper ID: 0524

DETERMINING THE PRIORITIES OF FACTORS THAT AFFECTING ONLINE CONSUMER BEHAVIOR
VIA FUZZY AHP

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Due to the rapid development of technology and the accessibility to almost all of the goods and services needed over the internet, the number of online purchases has increased as expected. Knowing the web-based factors affecting the online consumers' behavior the most would make easier to develop strategies to increase the number of online purchases and costumers.
In this study it is aimed to determine the priorities of factors that affecting online consumer behavior. The research data were collected through a pairwise comparison questionnaire in Zonguldak, especially done by university student, academicians and concerned people of them. The families of those university students mostly live lose metropolis cities to Zonguldak, namely İstanbul and Ankara which are the most crowded cities of Turkey. The priorities of the factors that affecting online consumer behavior determined by Analytic Hierarchy Process (AHP), developed by Saaty (1980). Five factors/criteria that affecting online consumer behavior are assessed by fuzzy AHP and some statistical tests are carried out in terms of consumer's demographic properties. These factors are price-payment methods, web design, service quality, information content, advertisement-promotion. Results of our research showed that, service quality has the biggest priority in the process of online purchasing behavior. Price-payment methods and information content have also very high and adjacent priorities. These three factors totally have priorities about 78.47% that affecting online consumer behavior.

Keywords: AHP, online consumer behavior, internet market

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WOMEN'S EMANCIPATION AND PROPERTY RIGHTS RELATIONSHIP

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Legal, social and economic inequalities concerning are some of women important issues in all societies. Women are positioned secondary in social and economic life independent of developed, developing or underdeveloped societies. In Turkey, women's liberation and community-level recognition are one of the most fundamental problems.

Turkish women obtained education, social and economic rights, some political rights such as voting ahead of many European countries in legally. But those legal entitlements have not been implemented in a real life. Women have always been regarded as frontrunners in the transformation of societies from the first years of the republic to the present day. However, there have been several improvements concerning women issues since the foundation of the republic, those problems still persist.

Women have to deal with two main problems in Turkey. First women can not escape from the code which is defined by male-dominated social structure. The second, woman can not obtain economic independence. Two problems are closely related to each other.

In this study I will focus on legal the property rights of Turkish women who managed to avoid the traditional structures and assurance mechanisms, but can not escape from a strong male hegemony.

Keywords: Property rights, women, Turkey

CALL CENTER USAGE IN DISTANCE EDUCATION SUPPORT SYSTEMS

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Call centers are the units where institutions and companies and their stakeholders fulfill their communication. Call centers are used to be oriented as units to answers questions and complaints from the customers. But nowadays call centers are structured for increasing customer loyalty, gaining new customers, answering questions, redirecting complaints to emergency help desk, etc. Public sector, private sector, non-governmental organizations, educational institutions are all producing large amount and various information and to be in close contact with customers and the related people has a crucial importance. To achieve this communication, institutions use communicational tools and technologies. Call centers, using their communicational tools and technologies, provide integrated solutions. As a result of this, especially in the field of mass communication area, call centers are seem to be indispensible for the institutions and companies.

Especially the institutions that offer open and distance education should give special emphasis to communication with their students because the students are not on-campus. They have to inform students about academic and administrative announcements and get their feedback as soon as possible. Call centers can have important functions especially for the institutions that offer distance education students.

With this scope, in this work, the use of call centers in distance education as a support service will be studied and call center case in Anadolu University distance education system, which is known as a Mega University, will be presented in detail.

Keywords: Distance education, Communication, Call Center

Paper ID: 0533

ANALYSIS OF TURKISH TEXT-BOOKS PREPARED FOR TURKISH CHILDREN LIVING ABROAD IN TERMS OF EDUCATION OF VALUES

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Values, which hold members of society together and help that society sustain, are one of the patterns of behavior and thought. Values emerge from the common lives and beliefs of society like cultural elements. Therefore, corruption of values belonging to a community or being forgotten in time, affects unity, serenity and progress of that society adversely.
Minimize the impact of this issue, our children abroad should be given education of culture and values. Studies within Ministry of Education are being carried out in order that Turkish children abroad will not be away from their national values and not cut the painter with Turkish nation and state. As part of these studies, Board of Education has started the project "Our Citizens Living in the Distance". Within the context of this project, in 2009, "Curriculum of Turkish Language and Culture Course for Turkish Children Abroad (1st-10th grades)" was prepared. Besides, Turkish Language and Culture Course Books and Workbooks ,prepared in accordance with this programme, were sent abroad. Turkish children abroad are taught Turkish through these books. Without doubt, this teaching process also brings education of culture and values .Turkish children living abroad live in a different environment from they belong to. To
In this analysis, the values in the textbook of Turkish Language and Culture have been analyzed through "The Form of Values" in the textbooks. This form has aesthetic, theoretical, economic, political, social and religious values. The data of this study has been analyzed by SPSS 15 Data Analysis Program.

Keywords: Turkish education, Turkish children abroad, the value of education

Paper ID: 0534

A COMPARATIVE RESEARCH INTENDED FOR 7TH GRADE STUDENTS' LISTENING/WATCHING AND READING SKILLS (SAMPLE OF DEDE KORKUT STORIES)

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One of Turkish lesson aim is to improve students' listening/watching, reading, speaking, and writing skills. Nowadays dependence on written materials decreased thanks to the changes in technology. By listening or watching individuals has got information and acquired skills. These improvements bring watching in its wake, which is a new notion. In our era, learning by watching and understanding what someone have watched gain importance swiftly. Being acquired language skills in Turkish lesson, progresses with aims and gains in which teaching Turkish lesson programme.

The aim of this study determines whether there is a difference between reading, listening and watching level fort he 7th grades in secondary school. The population has consisted of 7th grades in secondary school which one in Sakarya. The sample of this study consist of the students who are in different three classes from the 7th grades in Nuri Bayar Secondary School, Sakarya. These students were selected random. In the research, two stories , picked from among the stories of Dede Korkut, are used as sources of reference. In this stories, Dede Korkut films, which were made by TRT, have been used for watching part. During implementation, the students in class no 1 has read the stories, the students in class no 2 has listened the stories, the students in class no 3 has watched to Dede Korkut films. After implementation, comprehension test has been tested out for each groups. The research data has been analysed by using SPSS15 Data Analysis Programme.

Keywords: listening, watching, reading, language skills

Paper ID: 0535

DETERMINING THE RELATIONSHIP BETWEEN THE PAST DATA AND THE INVESTMENT PERIOD IN PORTFOLIO MANAGEMENT

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Portfolio optimization is an important problem in financial management. The goal of portfolio optimization is to build a portfolio that maximizes the expected return while minimizing the risk. Markowitz's mean-variance model is widely used to construct a portfolio. In Markowitz's mean-variance model, the expected returns and the risk measured by variance are estimated from the past data and it is assumed that they will be the same in the future. However, the expected returns and the variance may vary considerably over time. Therefore, an investor should decide how much past data should be used to build a portfolio and how long should a portfolio be held. In this study we investigate the relationship between the past data and the investment period when building a portfolio with mean-variance model. Monthly observations between 2006 and 2011 are taken into consideration and returns of 24 securities from the XU030 index are used as input. As a result, we found that there is reverse relationship between the past data and the investment period.

Keywords: Portfolio management, Markowitz's mean-variance model, investment period

HOW DOES INVISIBLE SIDE OF POPULAR CINEMA WHICH IS "MIMESIS" APPEAR TO AUDIENCE: THE CASE OF "AVATAR"

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Although still a century has passed since the invention of cinema, it has come a long way since its beginning. Accordingly, children today are being raised on exposures of cinema before they can speak. As a result of consensus between film producers and audience, storytelling methods in cinema are learnt by an adult unwittingly. In this study, concepts of diegesis, mimesis and plot which are on the basis of classical narrative structure are tried to be explained. Also, elements that let audience reach identification and catharsis by allowing audience to surrender themselves to the magic of the movie semiconsciously are emphasized. This topic is in a wide system so basic elements of classical narrative which includes concepts of filmic time-space, rule of three unities and fiction are emphasized. The concept of genre could be a subject of another study in itself so it is evaluated without details in terms of consensus which has been created within years between popular cinema producers and audience. In this theoretical context, it is understood that "Avatar" is suitable for classical narrative structure on the basis of its plot. It is analyzed by using Freytag's Pyramid approach of Gustav Freytag for analyzing dramatic structure.

Keywords: Classical Narrative Cinema, Mimesis, Diegesis, Avatar movie, Freytag Pyramid

Paper ID: 0538

TELEVISION VIEWING HABITS OF TURKS LIVING IN GERMANY

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Migration is a phenomenon that affects people in many ways. In Germany, foreign workers from Turkey enable a family reunion and settle down in Germany. Began to live in Germany and even the second and third generation of Turks born and raised in this country have both linguistic and cultural adjustment dificulities. In this sense, televison serves a lot of features to migrants. In this thesis, television watching habits of the Turks living in Germany were determined. The method of collecting data shows that televison in general and especially broadcasts in the mother tongue have an important role in their lives. Further television next to entertainment, education and information source is also used as a function of Turkish immigrants for socialization and the protection and development of cultural values. It was also determined that the television watching habits of Turks living in Germany differ according to socio-demographic and cultural items.

Keywords: Migration, Turkish immigrants in Germany, Television, Socialization, Televison watching habits

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VARIATION PHASES OF A MANUSCRIPT FOUND IN MANISA MANUSCRIPTS LIBRARY

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The Eczây-ı Kur'an which is available as 30 parts in Manisa Manuscripts Library and registered with fixture no.Hk 45 3136 has been elected as subject of the notice; the artwork will be evaluated in terms of Binding and Illumination Arts and touched on the variation phases of these arts. It has been considered during our examination that binding and gilt areas of parts were reflecting a characteristic example of the binding and illumination art of XVIth century. However, another interesting issue was that almost exact same one of glamorization which encountered on both binder and illumination of this Eczây-ı Kur'an has coincided with Eczây-ı Kur'an with fixture no.5590 in Çorum Yedi Sekiz Hasan Pasha Province Public Library.
Probably, in our manuscript libraries, there are many examples like Eczây-ı Kur'an which is subject of the notice to be submitted. The purpose is to present the aesthetic values of ornamentation at superscription pages, sura (section of the Koran) headings, axil, stand and roses on the parts in terms of the illumination art and variations of the illumination art after it is determined these artworks in time.

Keywords: Manisa Manuscripts Library, Eczây-ı Kur'an , Bindig and Illumination Art, Variation Phases of a Manuscript

Paper ID: 0540

FORMATION OF TIME IN FICTIONAL NARRATIVE: "I LOVED HIM/HER SO MUCH" OR "I DID NOT LOVE HIM/HER AT ALL"

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As emphasised by Neil Postman, people are no more preferring or even attempting to learn anything not containing visuality and entertainment to some extent. Considering this fact and the undeniable effects of television on learning and modelling, Entertainment – Education ("E-E") Projects have been developed since the early 2000s. E-E Projects are both appreciated and criticised in several aspects. Criticism is based on the fact that the fictional world of television which is also a critical socialisation agent manufactures consent. It means that viewers charmed by the language of television sometimes fail to question the trueness of what they view, and they are manipulated with the propaganda conveyed to them through the television programs. As a matter of fact, all programs or images broadcast on television, no matter which title or format they use, are re-presented to the audience after a number of selection, interpretation and construction processes, through which "narrative codes" are produced.

This article titled "Formation of Time in Fictional Narrative: 'I Loved Him/Her So Much" or "I did not Love Him/Her at all'" seeks to answer the following question: Can the past events, whether real or fictional, be presented without any interference of the narrator in the narrative in any respect? The question is asked for the television series re-presenting the major political actors and events in the recent political history, broadcast on Turkish and international television channels. Accordingly, in this paper, the television series titled "I Loved Him/Her So Much", which focuses on the life of Mr Adnan Menderes, who was the Turkish Prime Minister between 1950-1960, put on trial by the Yassıada Court set up following the Military Coup in 1960 and hanged on 17 September 1961, shall be analysed in the framework of the "narrative" theory emphasised by Paul Ricouer in his writings in "Time and Narrative I, II, III", which is his masterpiece on narrative hermeneutics.

Keywords: Narrative, narrator, television, fiction, reality

THE PILOT AND PIONEER DECISION APPLICATIONS OF THE EUROPEAN COURT OF HUMAN RIGHTS

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The protection guarantees of freedom to make the most effective, judicial audit come primarily. On the one hand judicial audit covers the compliance proceeding of the executive and administrative bodies with the law; on the other hand it covers the control of compliance of law with the constitution. The transition to the international arena of human rights and freedoms is provided with the Second World War. The European Convention on Human Rights (ECHR) has established an international control mechanism in 1959 in order to ensure the realization of the rights recognized.

The most important threat for the European Court of Human Rights (ECOHR) whose main objective is to protect human rights is excessive workload. In line with this, there are some ways for expediting the trial process. Especially pilot and pioneer decision procedures are the important type of decisions which are providing the solution of trials quickly and efficiently. It has been targeted to enable the states that accepted the ECHR to solve relevant and structural problems and to compensate for people quickly with these two important decisions. Thus, the number of similar trials which must be examined with details and generally have complex structure are decreased. So it will be managed the ECOHR's workload in a more efficient and rigorous manner.

Keywords: Pilot Decision, Pioneer Decision, Human Rights, European Court of Human Rights

Paper ID: 0542

PERSONALITY FACTORS THAT AFFECT THE USE OF FACEBOOK: A RESEARCH ON UNIVERSITY STUDENTS

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Today, millions of internet users are using social network sites. Facebook, which has a very important place in Social network sites, has become the most popular platform in the field of social communication in a short time. Facebook is a platform that can provide communication with familiar friends from the offline world instead of communication with unfamiliar people. It is a social network site that allows people to communicate with friends and exchange information. People's personality affects the habits and trends of usage of Facebook. In daily life, people's personalities affect individuals' emotions, thoughts, abilities, interests, attitudes, behaviors and actions. Likewise, personalities of the people are effective while using social network platforms, too. In this research, with the help of Five-Factor Model personality factors affecting the use of Facebook have been investigated. With the help of Five-Factor individuals that have one of the five personality factors have been examined usage patterns and trends of Facebook.

This research has been carried out in four different universities. Approximately, 450 university students were conducted questionnaire. As a result of the research, it has been proved that personality factors that affect individuals' use of Facebook are different from each other, and also personality of Facebook users have impact on usage of Facebook. In this regard, it has been ascertained that each of the individuals that everyone has different personality traits has different Facebook usage habits, tendencies.

Keywords: Social Network, Facebook, Personality, Social Communication

Paper ID: 0543

WOMAN DURING THE DEMOCRATIC PARTY PERIOD IN TURKEY

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Though constituting half and sometimes even more than half of the world's population, women have the power but they were made to draw back in terms of social and political rights when compared to men. According to Hegel, "Formation of one's identity starts with the acceptance by another conscious being". The venture between these two genders has come to its current position following various stages in our country, too.

Woman who has become conscious during the Ottoman Empire period thanks to the Westernisation movement, has also revealed improvement in various fields during the constitutional monarchy period when compared to previous periods. However, the fastest step about the position of women in society and policy was undoubtedly taken during the Republican era. Woman has gained a new identity within the modernisation project of the Republic. Taking place in many reformation movements such as social, legal, political, etc. Fields, women, especially under the liedership of some dominant women, began to take part in social and political arena. The continuous transition to the multi party system which is one of the inevitable elements of democracy could only been realised after the death of Ataturk.

The Democratic Party which was constituted on 7 January, 1946, has been the governing party following the elections held on 14 May, 1940. The year 1950 can be seen as a milestone in Turkey. With the help of liberal economy policies, modernisation in agriculture, and urbanisation there has been large-size improvements in the society. One over three woman representatives who became members of the parliament in 1950 elections, were members of the Democratic Party. In addition to this, 3 woman representatives who were elected to be members of the parliament in 1950 elections and 7 woman representatives who were elected in 1957 elections were also the members of the Democratic Party. Which rights has Turkish woman, who was trying to find her position in social and political life with the decisions made by men that consitiute the majority in policy, managed to gain, preserve or lose? In this study, the position of the Turkish woman during the Democratic Party will be investigated . The election data of the State Institute of Statistics, TGNA Minute Book, proces verbal of the parliament will be referred and the newspapers of the period will be scanned. The parliament activities of members of the parliament of Democratic Party Nazlı TLABAR from the IX. Legislative Period (1950-54), Aliye ÇOŞKUN, Nuriye PINAR, Edibe SAYAR from the X. Legislative Period (1954-57), Piraye LEVENT, Hilal ÜLMAN, Ayşe GÜREL, Necla TEKİNEL, Nazlı TLABAR, Perihan ARIBURUN, Nuriye PINAR from the XI. Legislative Period (1957-60) will be studied.

Keywords: The Democratıc Party, Woman, Member of Parliament, Choice

IASSR INTERNATIONAL ASSOCIATION OF SOCIAL SCIENCE RESEARCH

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THE VICTIMS OF THE WAR: THE EASTERN REFUGEES (1915-1922)

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The Tsardom of Russia has invaded a large part of eastern Anatolia after the failure of the Ottoman Empire at the Caucasian Front in the First World War. Following the invasion of these lands by the Russian people, the Armenians increased their massacres and therefore the Muslim society started to move to the interior side of the Anatolia that wasn't occupied. The migrated people were called as "the Eastern Refugee" and they didn't get the certificate of occupancy by the government as they weren't identified as refugee.

Owing to these migrations started in 1915, a large population formed a huge mass in the middle and western side of the country and exposed many difficulties. Even after the victory gained at the National Struggle, their settlement issue wasn't solved and many of them struggled with these problems in homeless position. But, after the exchange of the populations in 1925, some of them were sent to their places and some of them were settled the place they had come before. In this paper, we would like to underline the problems of the Eastern Refugees in the war process in the context of social history.

Keywords: Eastern Refugees Settlement, the Caucasian Front World War I

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SELF REGULATION IN AUDIO - VISUAL MEDIA FIELD IN TURKEY

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Self regulation concept has great importance in terms of independence of mass communication tools. Because in countries where self regulation is applied properly, government audit on media is minimized while government becomes only auditing actor in countries where self regulation is not applied properly. Importance of self regulation is emphasized in Social Responsibility Theory which was redeveloped by Ault, Agee and Emery in 1960's. In this context Social Responsibility Theory foresees an auditing mechanism with 5 steps. First one is self auditing of person who creates the message, namely remorse of the person, second one is self regulation of the corporation through its broadcast principles, third one is the auditing of the sector by a corporation established by sector workers. After these triple self regulation, government auditing is in fourth place and public auditing is in fifth place. It is obvious that theory places self regulation to forefront and places government audit backwards. In this study, self regulation system in TV broadcasting and cinema films in Turkey were handled. Self regulation system was limited with the auditing of the self regulation corporations which is third step of Social Responsibility Theory. Therefore the sectoral self regulation of TV and cinema sector in Turkey constitutes the subject of this study. This study in which literature scan was used for data collection, starts from assumption and confirms this assumption that self regulation corporations aren't enough prevalent and sufficient in Turkey and accordingly government fills the area of auditing as sole auditing actor. This situation is unfavorable in terms of the credibility of broadcasting sector and it may result in strict government auditing. Presence of the self regulation corporations, adaption of the auditing criteria which are universally accepted by these corporations and fact that broadcasting corporations will follow these criteria, will contribute to creation of a reputable and independent media sector.

Keywords: regulation, "self regulation", "social responsiblity", broadcasting, cinema

CHANGING MISSION OF HIGHER EDUCATION INSTITUTIONS IN THE PROCESS OF RECONSTRUCTION

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When considering globalization as a social changing period, which is gradually accelerating, and higher education institutions as foundations with characteristics of historical and institutional information production that is leading the society, it has become clear that both concepts should be evaluated in a relational platform.

Higher education institutions are regarded as foundations leading the social change with their roles in producing qualified human source as well as producing scientific and technological information. It is seen that in most of the actual studies on higher education institutions in Turkey, developments observed in higher education institutions all over the world are taken as reference and discussions are based on the context of globalization. Thus, it can be thought that while globalization process is causing distinctions in the main values focused by higher education institutions, this process has also pave the way for examining academic proficiency.

Mutual characteristic of the definitions for mission concept is that the mission is focused on approaches explaining "why" and "for whom" the organizations exist. In the Bologna Process having a significant place of Turkey's integration into the EU today, in terms of composing European Higher Education Area, it is of importance for the universities in Turkey to define their reasons for existence (mission) while protecting their peculiar differences.

Every year universities are put in order according to different criteria, especially their academic proficiency, and the best universities of the world are defined. One of the systems sequencing the universities making evaluations in international area is Quacquarelli Symonds Company. Quacquarelli Symonds World University Rankings evaluates universities of the world according to the criteria of academic prestige, employer's opinion, and number of attributions per publication.

The aim of this study is to compare the mission statements of the universities in the European Union countries and in Turkey in the frame of Quacquarelli Symonds World University Ranking 2013. Towards the aim of the study, the examined criteria about the universities in Turkey and in the EU member countries are such: a) whether all of the elements composing mission statement (clients, product, market, technology, continuity, philosophy, proficiency, public image, and employee) are used or not, b) whether there are similarities in the use of elements composing mission statements of the universities, c) if there is any differentiation between the elements in the mission statements of universities, in which element/s are these differentiations.

The scope of the research is formed of the universities of the EU member countries, which are in the first 100 universities in Quacquarelli Symonds World University Rankings 2013-14, and Turkish Universities taking place in this ranking. The sampling, on the other hand, includes 26 universities selected through the method of criterion sampling. In the study, content analysis was applied on mission statements of the universities by considering nine elements indicated to be used in literature.

Keywords: Reconstruction, university, mission, content analysis

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THE STATESMAN WHO TAKE REFUGED FROM SAFEVIS TO OTTOMAN EMPIRE

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The Satate of Safevi which takes its name from a sheikh who named Safiyüddin from Erdebil, at frist time it has developed as a Sunni sect after it has been into a Shiah fanaticism an became a state with a group of supporter in Anatolia, Azerbaijan, Persia, Iraq, Georgia and Shirvan. At the Shah İsmail time the State of Safevi has became one of the most important states of East.

At the ages the Safevis formed there were two important states which were in same field. These were, Otoman Empire which became more powerful with conquest in Anatolia and Balkan and aimed to be the only supreme power of wold and in opposite Memluk State which became more powerless and became for away from its aims. The forming of Safevis not made happy these states and also they have needed to take caution.

Safevis started to collect supperter from Anatolia with sending khalif to there and esecially they took a lot of Turks from Antalya which know as "Teke Region", Isparta which know as "Hamit City" This point made Ottomans and Safevis versus.

The tensions and conflicts between Ottomans and Safevis during XVI.'th century have caused refuges from two states. The statesmen who refuged from Safevis to Otoman Empire were especially made use of these conflicts. These were, the brothers of Shah Tahmasb, Elkas Mirza and Sam Mirza, Ulama Paşa who rebelled to safevis and made conflict between tw states. The Baghdad Master Zülfikar Bey, Muhammed and Mirza Ali Bey's from Dulakadiroğulları, Muhammed Kulu Khan and Cabbar Kulu Khan from Afşar Scout, Tekelü Gazi Khan, Gülabi Bey an İsmail Khan, İsmail Khan from Karkeya Dynasty and Şeref Khan Bitlisi the writer of Şerefname.

Keywords: Ottomans, Safevis, Refuge

Paper ID: 0548

THE USE OF MULTI- PURPOSE AND MULTI-CRITERIA DECISION-MAKING METHODS IN SOCIAL SCIENCES

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A researcher who will do a research in the field of social sciences may not decide which method he will use when he does a quantitative study. Generally, he applies to the statisticians or he thinks he could not do it and gives up. In most of the studies in this field, it is observed that questionnaire based studies have been used and there is hesitation about to use oprational research techniques.

The lack of information about how to use quantitative methods of the researchers in this field affects future studies. This study aims to help the researchers, who have similar problems, about the methods that can generate solutions.

Researchers mostly do not know which method to use about analysis of complex and incomprhensible issues, in the multi-decision maker circles, alternative criteria issues or assessment of distributed data. The use of multi-purpose and multi-criteria decision-making methods are frequently used fort he solution of these confronted problems. It is tried to describe these methods and submit examples in which fields they can be implemented with this study.

Keywords: multi- purpose decision-making methods, multi-criteria decision-making methods, social sciences

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ANALYSIS OF THE TRADITIONAL FEMALE BOLERO FROM HATAY-SAMANDAG

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Clothes, which are one of the most significant parts of material culture reaching today from the past, have started with the existence of humanity. Clothing, explained as something worn or dress, is an object which has started with the aim of protecting the body from the effects of nature, has shown changes with the advancement of civilization, and has been shaped according to human biological structure, taste, economic status, geographical conditions, religion, culture, and fashion's role in society.

The richness of Turkish history is reflected to Turkish people's understanding of apparel and clothing style. Having previously dominated by a nomadic life, living closely with different communities until being settled in Anatolia from Central Asia, different regions and climatic conditions are the factors that determine the shape of the Turkish people dressing.

Hatay, which has hosted many civilizations throughout history, has been an intersection and a center of trade in the important trade route called as Silk Road in history. That people from various religions and faiths have lived together for centuries bring a cultural richness as well as a large tolerance. Samandağ entered into the domination of Islamic rule after the rule of Roman Empire: Seljuks, Fatimid with the rule of the Mamluks, to the administration of the Ottomans and remained under French occupation respectively. In 1939, it participated in the administration of Republic of Turkey. Bolero, one of the traditional clothes used by women in Hatay-Samandağ, has emerged as traditional clothing in many regions.

Bolero is short upper garment made of velvet or broadcloth, with judge or narrow lapels collar, open front and with long sleeves (Şenel,2009:150).

The purpose of the study has importance in order to meet bolero with the relevant people, prevent our cultural assets from extinction, introduce our cultural heritage and transfer it to future generations as well as building a bridge from the past to the present by analyzing the fabric, color, pattern, ornament, mold and model characteristics of bolero which is one of the traditional women's clothing under the threat of extinction with its character of being source for history. In addition, the reflection of cutting and decorative features of these clothing to present clothing design is important for keeping cultural values alive with the aim of emerging original designs

In this study, the fabric, color, pattern, ornament pattern and mold properties of women boleros found in the homes of Hatay-Samandağ have been analyzed. These clothes are examined and documented with scientific techniques. Traditional and cultural characteristics have been studied to elucidate.

Keywords: Traditional clothes, Bolero, Samandağ Women's Clothing

POST CONFLICT NEO-LIBERAL STATE BUILDING IN YUGOSLAVIA, AFGHANISTAN AND IRAQ:
TRANSFORMATION OF POLITICAL SUBJECT FROM CITIZEN TO IDENTITIES

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Neo-liberal regulation of the world has mostly related to privatization, de-centralization and de-regulation. These changes have several implications on capital accumulation, capital-labour relations, public administration, nation-state, internationalization, localization, glocalization, transnationalization, politics, democracy, migration, civil society, power, hegemony, violence, poverty, ethnicity, women issues, child labour, human trafficking, terrorism, globalization, counter-globalization and so on.

The examples of post-conflict state-building experiences have been accomplished under the domination of neo-liberalism. Confined by the different socio-historical circumstances, state building in Yugoslavia, Afghanistan and Iraq has been determined by those neo-liberal pre-suppositions. One of the most important consequences of these state-building experiences is that identity (ethnic or religious) has played a fundamental part in shaping those states. While sustaining the norm of "the integrity of the pre-established boundaries", the state and its institutions have been shaped by the codes of identities.

It is our claim that post-conflict state building should encourage "identity" since those new states' legitimacy is largely determined thorough identities rather than "nation". Thus this is our claim that these experiences points out that neo-liberal approach have an aim to categorize identities as the political subject instead of citizenship.

Keywords: State-building, neo-liberalism, citizenship

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THEATRE AND MANIPULATION RELATIONSHIP

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Manipulation, although uncertain, the general definition of "something directed at a particular interest or purpose, usage is". This definition based on the art of theater to the nature and history of theater a glance if we do, in fact, the manipulation of the concept of theater at early stages constantly on the agenda, which today still timeliness protect is a concept we can say that. This study, based on bilateral relations between the necessity and all aspects of this relationship aims to reveal. Theater and social history will be examined in our study subjects, as well as structural analysis of dramatic texts will also take place.

Keywords: Theatre, Manipulation, Politica

Paper ID: 0553

UNFORGIVEN SIN OF PSYCHOLOGY: TORTURE

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Torture can be described as any kind of method that disturb people psychologically and give pain physically for the purpose of threaten, deterrence, revenge, punishment and getting information by authority.

When torture methods being diagnosed and leaving a scar get negative reaction, psychological torture methods are developed and used more with the contribution of social sciences particularly psychology. Consequently there is a paradox in psychology. In one side, there is a psychology approach that contributes the torture methods and usages, in other side there is an alternative approach that contributes the rehabilitation of the survivors of torture. This situation indicates the necessity of a new perspective.

For 30, 35 years psychologists and doctors show tendency which contributes the torture more as a technical expert and torturer and uses unique psychotechnic. There is a few reason of this state. Because of the reason that torture is a violation of human rights, authoritarian regimes which use torture prefer the torture methods that do not leave a scar. Secondly effective psychotechnics are investigated depends on the aim of the torture. Although the method of torture reflects the features of the society, the unique and detailed methods are experienced in the conditions that scar should be observed.

In this presentation the definition, purpose, target, historical documentation and evolution of torture and the role of psychology during the evolution of torture are going to be discussed. And national and international studies and practices against torture in psychology field are going to be shared.

The result of 140 interviewing analyzed based on the role of psychologist in the process of arrest and custody are going to be shared with the expression of witness and survivors of torture.

Keywords: Torture, Psychology, prison, custody

CRIMINAL LAW AND PROTECTION OF THE ENVIRONMENT

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Criminal Law and Protection of the Environment
Abstract: Environmental and Ecological crimes has many kind of problems in internatinal area. In fact that this serious problems are growing up day by day. States of the world wants do basic environmental policy. Because healthy environment and search of solutions debate since 70's. Healthy environment is a part of fundamental human rights and must protect with law. We do not have the right to pollute the environment. But users of nature threaten area of the lives of people.
Due to the increasing industrialization factories, workshops or manufacturing facilities damage to the environment all of the world. Criminal law must research always ın lived time.
While criminal law was doing in Turkey in 2005, Offenses Against Environment section was given. In order to reduce damage to the environment, has done regulations on the nature in our legislation. Intentional and by negligence pollution of environment crimes created artıcle 181 and 182.
For example, any person who intentionally drains refuses or wastes to the ground, water or air contrary to the technical procedure defined in the relevant laws and in such a way to cause environmental pollution, is punished.
With this subject I will explain, how can we protect in our environment with criminal law and compare the international regulations about environment.

Keywords: criminal law, environment, healty, pollution

HOW STRATEGIC STAFFING AFFECTS INNOVATION PERFORMANCE OF HIGH-TECH FIRMS?

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In today's global business environment, where human capital has become more important than financial capital (Peters, 1988), changing needs of organizations require organizational efficiency, depending upon the right people at the right place and at the right time (Bechet & Walker, 1993). Determining an organization's HR applications and aligning them with its strategies and plans is what Bechet calls as "strategic staffing".

There are many studies in the literature that take theoretical approach to view "Human Resources (HR) Planning" concept within the context of strategic staffing (recruitment and selection), highlighting challenges faced by HR planners and their role in the recruitment and selection process. Previous studies have also contributed to the literature by offering different methods to measure the effectiveness and the efficiency of staffing strategies of organizations. It is observed by many researchers that taking traditional approaches to develop staffing strategies do not work anymore (Anyim et al., 2012; Bechet, 2014). HR is a business partner and if we see it as a source of competitive advantage, the impact of HR planning on strategic staffing will be more significant in the future than it is today (Greer, 1994). As firms' innovative capabilities are of vital importance for their survival, one should not doubt that firms must apply the correct staffing strategies and have the right teams in place in order to carry out their R&D agendas in a timely and efficient manner.

The purpose of this study is, to find how strategic staffing affects innovation performance of companies producing technology-intensive goods and services. The main hypothesis used in this study is that, strategic staffing positively affects innovation performance of hi-tech firms. The companies in BIST (Borsa Istanbul) 100 Technology Index will be the focus group in this study. First, staffing-related performance indicators, such as 'average time to fill an open position', 'percent of internally filled jobs' and 'level of education' (Bechet, 1999) that affect innovation performance will be identified through one-on-one interviews with the firms' representatives. These indicators will then be used as independent variables. 'The number of new patents filed per year' will be taken as the key innovation performance indicator, also as the dependent variable. The initial sub-hypotheses are; (1) as the number of open positions filled increases, the firm will have a better innovation performance, (2) as the average time to fill an open position decreases, the firm will have a better innovation performance, (3) as the percent of internally filled jobs increases, the firm will have a better innovation performance. As a result, this study aims to contribute to the literature by pinpointing the effects that staffing strategies have on innovation performance of firms.

Keywords: Strategic Staffing, Innovation Performance, Hi-Tech Firms, HR

Paper ID: 0564

DO PERSONALITY TRAITS HAVE AN IMPACT ON ORGANIZATIONAL IDENTIFICATION? A FIELD SURVEY

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The main objective of the study is determining employees' personality traits have an impact on organizational identification. Research has been done on people working in the public sector. For the purpose of the study, variables were measured with a questionnaire consisting of 3 sections. In order to measure personality traits of employees Five Factor Personality Trait Model, which was developed by Paul Costa and Robert McCrae in 1985, has been used. In order to measure organizational identification Organizational Identification Questionnaire, which was developed by Mael and Ashforth in 1991, has been used. Collected questionnaires were analyzed with SPSS 20 program. Correlation and regression analysis has been done to detect the relationship between personality traits and organizational identification. In the research it has been also examined that whether there is a difference between the level of organizational identification according to employees' demographic characteristics or not.

Keywords: Organizational Identification, Five-Factor Personality Trait, Public sector

TURKISH PRESERVICE TEACHERS' ATTITUDES TOWARD FIELD EXPERIENCES

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Field experience courses are considered to be one of the fundamental parts of teacher education programs and often teacher candidates rank field experiences as the most influential and meaningful event in the teacher education programs. Thus, it is crucial to investigate the attitudes of preservice teachers toward these courses. Field experience courses are required courses in all teacher education programs in the Turkish universities. The guidelines for application of these courses are provided by the Higher Education Council in Turkey and followed by all universities. There are two different field experience courses; the first one requires classroom observation and the latter one requires teaching in the collaboration schools for one semester. The study was conducted on 203 (125 female, 78 male) preservice teachers from various fields (Science education, Social Studies education, Physic, Chemistry, Biology, History, and Geography). The data were collected using a survey adapted into Turkish by Kılınç & Salman (2007). This Likert type scale instrument contains 20 questions. The data analyzed using a quantitative data analysis methods, such as mean count, independent sample t test, and one way ANOVA. The data analysis showed that overall preservice teachers have low positive attitudes toward field experiences courses (M= 3, 20). There are not statistically significant differences between males and females in terms of attitudes toward field experience courses (female M= 3,07; Male M= 3,05).

Keywords: Preservice, teachers, Teacher education, Field experiences

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FIRST SOCIALISM DISCUSSIONS AND FIRST SOCIALIST ORGANIZATIONS
IN THE OTTOMAN EMPIRE

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In this study, the first socialist organizations and the first socialist discussions will be considered by dealing with the process of the emergence of socialist thought in the last period of the Ottoman Empire. In this context, both the scholars of the state in the period and ideas of intellectuals about socialism, the process of socialist movements in the Ottoman Empire and their stages of development will be analyzed. The first labor movements emerged in the empire and the legal texts regulating the labour relations will also be studied and thanks to the close relationship with Europe, the role of the minorities that enable the empire to become familiar with the socialist ideas will be discussed.

Keywords: Ottoman Socialism, Socialism Discussions, Socialist Orgasinations

AN INVESTIGATION ON ATTITUDES OF PHYSICIANS IN TERMS OF SHARING KNOWLEDGE IN HEALTH INSTITUTIONS

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Healthcare presentation takes place with the help of team approach of various professional groups and in an intense share of information. Unlike other businesses the main function of sharing knowledge in health institutions is to support clinical decisions which are made to contribute to the state of the patient.
The aim of this study is to investigate attitudes of physicians in terms of information share and test whether it varies according to gender, age, specialty or title of the hospital they work at. The scope of the study consists of physicians working in three different types of hospitals one of which is a state hospital of ministry of health, the other is a university hospital and the third one is a private hospital. The reason to choose hospital institutions as case study is that the service produced by hospitals is carried out during a period of sharing of knowledge intensely. In particular, the reason to prefer physicians is that in terms of career they are highly professional and they have compulsory roles in their teams due to functional dependencies in hospitals.
In this study we used Likert measurement developed by Riege (2005) which is composed of 39 factors that are likely to affect attitudes and behaviours of physicians in terms of sharing knowledge. In order to test the obtained data SPSS program will be used. The data set that will be obtained will be tested with identifying statistics, reliability analyse, independent test and Anova test. As the survey of the study is in progress the contributions and the suggestions that the study might make are planned in the light of the results of the analyses.

Keywords: Sharing knowledge, knowledge management, physicians' sharing knowledge, health care

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THE DISCLPSURE OF OTTOMAN SPECIAL ORGANIZATION; TESKILAT-I MAHSUSA: TURKISH SECRET SERVICE DOCUMENTS IN THE OCCUPIED ISTANBUL

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The Ottoman Special Organization, Teşkilat-ı Mahsusa, was the predecessor of institutionalized Turkish intelligence. Archive documents indicate that Teşkilat-ı Mahsusa accomplished important tasks during the Balkan War and World War I. However, besides speculative memoirs there has been a very limited amount of academic work on the members of this organization. The foremost reason for this seems to be the difficulties in conducting archival research on Teşkilat-ı Mahsusa and the lack of transparency on the business conduct of the organization due to the clandestine nature of intelligence. For that reason, non-academic work on Teşkilat-ı Mahsusa is predominantly speculative and fictional.

This paper will assess the structure of this special organization based on archive documents. Occupying powers arriving in Istanbul following the Mudros Peace Treaty decoded the top-secret documents. Amongst those documents there was one specific document that was initially given to the British occupying forces by a former Teşkilat-ı Mahsusa agent. By analyzing this specific document on the organization and its member, this paper intends to clarify the structure of Ottoman Special Organization.

Keywords: Teşkilat-ı Mahsusa, intelligence, propaganda, Great Britain, Ottoman State

Paper ID: 0570

AN INVESTIGATION ON ATTITUDES OF PHYSICIANS IN TERMS OF SHARING KNOWLEDGE IN HEALTH INSTITUTIONS

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Keywords: Sharing Knowledge, knowledge management, physicians' sharing knowledge, health care

POLITICAL EFFECT AND IDEOLOGY IN THE NEWS DISCOURSE: AN EXAMPLE OF THE 2014 LOCAL SELECTIONS

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With its position and functions, media is one of the most important vehicles for the formation of democratic mind and development of democracies. Because of this, media has had strong historical relations with public opinion, politics and political institutions. That is why, not only media depends on politics but also politics do media. While reviewing the relation between media and politics; all the aspects such as media addictions, the role of media for legitimization of politicians, agenda of media, news values, media's ownership etc. must be taken in hand. Explaining with Marxist term, the dialectical relationship between media and politics produces simultaneous events and stories and by turning events into news it incurs responsibility and dominant ideology is produced again and again in news discourses. Ideology as a factor has become so important to explain for the process of studies about media surveys. Recognizing that discourses are not pure, this study aims to show ideological, political and economical reasons behind news discourses. This study, which draws the borders of ideology and news, aims to come into picture the ideological, economical and political structures in news published in the period of 2014 local elections by 6 Turkish national newspapers which are Cumhuriyet, Hürriyet, Sabah, Star, Yeni Şafak and Zaman. Selected news will be analyzed by using Critical Discourse Analyze developed by linguist Teun van Dijk.

Keywords: News, Discourse , Ideology

Paper ID: 0572

AN EXAMPLE TO THE NÜZUL TAX IN THE OTTOMAN EMPIRE: COLLECTION OF NÜZUL TAX DURING THE ESTERGON (ESZTERGOM) CAMPAIGN

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The Ottoman Empire imposed an extraordinary tax called avarız in order to provide subsistence for the army during campaigns. Avarız tax which had been collected since the sixteenth century failed to satisfy the need over the course of time, hence the derivatives of this tax eg. nüzul, sürsat came into effect. Among these taxes, nüzul began to be collected regularly at the end of the sixteenth century and the beginning of the seventeenth century. Accoring to a definition based on this information nüzul was collected either in cash or kind. After the seventeenth century, depending on the conditions of the campaign and the needs of the state, nüzul was collected in kind in the vicinity of the campaign and it was collected in cash in places far from the campaign. However, to the contrary of this general definition of nüzul, there were different practices at the early stages. As a matter of fact, when nüzul tax was regularly imposed throughout the empire - as studied in this declaration - during the Esztergom campaign it was collected in kind throughout the whole empire. The focus of this declaration is nüzul tax collected in kind during the Esztergom campaign, which was one of the early examples of nüzul tax. In this context, this study investigates how the Ottoman subjects, who were far from the campaign area, contributed to the campaign. Additionally, by giving examples from Rumelia sandjaks, the tax payers in Anatolia and the subjects in Rumelia are compared-in terms of their obligations. Consequently, clues regarding to the evolution or the changes in this tax over the course of time are presented.

Keywords: Ottoman Empire, Nüzul tax, exdraordinary tax, Esztergom Campaign, Ottoman Anatolia

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CONCEPTUAL VIEW ON THE RELATIONSHIP BETWEEN SOCIAL WEALTH AND HEALTH STATUS

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The opinion that healthcare service contributes to individual and social wealth is a widely accepted notion. Healthy individuals play a role in the development of their country by contributing to producing. According to the numbers of Human Development Index it is possible to state that in developed countries the level of social wealth is high. Besides economic indexes such as Gross National Income and Per Capita National Income, indexes such as education and health play a significant role in high social wealth of developed countries. The share that such countries allocate for social services and health is at a wanted level. Moreover, these countries developed and put various policies into practise in order to produce and serve necessary healthcare fairly so as to meet the healthcare needs of the society.

The aim of this study is to indicate a conceptual frame of the relationship between social wealth and health status. In accordance with this aim this paper studies Abasolo and Tsuchiya's "Health Related Social Wealth Function" (HRSWF), which is claimed to be most widely accepted in the literature and developed by Bergson in 1938.

In the light of the conclusions drawn from HRSWF if the presentation of healthcare service is carried out in accordance with the principle of equality and efficiency there will be an increase in the status of social health as a result of which social wealth will increase. It is possible to state that in the societies where social wealth is high the level of health status is high as well. These two features affect and complete one another. In other words the fact that health features are good indicates that social wealth is also good.

With this study the relationship between level of wealth and health status in some societies will also be dealt with. Thus a contribution to the literature is aimed.

Keywords: Social wealth, health status, economical development

NEW PERSPECTIVES ON PUBLIC RELATIONS HISTORY IN TURKEY

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Public relations history is developing as an important area of scholarship within the academic discipline of public relations in the world. Especially within the last ten years, on the basis of the fact that history of public relations varies according to the cultural, economic and political conditions of each society, public relations histories of different countries (Germany, Netherlands, Spain, Japan, China, Iran, Israel, Palestine and others) have been tried to be made visible through presentations in international conferences and articles in the leading journals of the discipline.
When we take a look at the specific case in Turkey; it may be stated that public relations history could not attract the required attention other than the limited number of exceptional studies, and the prevailing narrative which consists of a repetitive summary continues its dominance.
The objective of this presentation is to share the new data concerning the quality and development processes of public relations beginning from the Ottoman Empire to contemporary Turkey to the researchers. In the presentation, first of all an introduction about the public relations history writing which is already developing in globe shall be stated and then the general framework of the current literature in Turkey shall be summarised and finally an attempt shall be made in order to assess the Turkish public relations history in a new perspective.

Keywords: public relations, public relations history, public relations history in Turkey

INTERNATIONAL ASSOCIATION OF SOCIAL SCIENCE RESEARCH

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DIGITAL SOCIAL RESEARCH: ADVANTAGES AND DISADVANTAGES

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The implications of technology for social life tend to be imagined in either highly optimistic or deeply pessimistic ways. As a result of the introduction of digital tools of technology in common, impact on social life and social research began to be discussed. Digital technologies have enabled a broad range of new practices involving the recording, analysis and visualization of social life. Millions of blogs document everyday life; online platforms for social networking such as Facebook; and applications of 'digital analytics' make it possible for everyone with access to these tools to analyse 'social behaviour' in real time. Thus, new technologies and practices used in social research, experimental and analytical capacity increases.

While some propose that new technologies are opening up a golden age of social research, others argue that digitization has engendered a crisis for social research, creating a situation in which we risk to lose 'the human element' from view.

This paper will examine the advantages and disadvantages of digital social research.

Keywords: Internet- digital social research- social research methodology

AS A SOCIAL POLITICS INSTRUMENT: NEGATIVE INCOME TAX

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Taxes, which are the biggest sources of public services funding, are welding current from private sector to public sector. However, appropriate use of tax revenues for social and economic policy has increased the importance. Therefore, the use of taxes in the form of social transfers and income groups that are determined of according to some criteria, are not been taxed even came up with the idea of tax repayment and negative income tax has been developed.

The aim of this method is prevention of poverty and increasing social welfare by improving of the distribution of income. However, negative income tax has some potential unfavourable effects such as reduction in labor supply due to the substitution effect, serious financial burden to the government and to encourage the formation of informal labor. Therefore, having a history of nearly 80 years of negative income tax proposal has not seen sufficient importance by countries. Nevertheless, negative income tax could get the opportunity to be practiced in a limited area. Also, when we look at the perspective of undeveloped and developing countries where unfair distribution of income is seen most commonly, these countries have been pushed to reluctance about applicating of negative income tax by potential risks of high inflationary pressures will be occur due to negative income tax and these countries' structural problems such as lack of income resources in addition to the above adverse effects. But today despite all these, negative income tax is put into practice by some countries, and it is known that the studies on this issue continue. In our study, the concept of a negative income tax discussed at various aspects and applications of selected countries were examined.

Keywords: Social politics, income distrubution, negative income tax, social welfare, financial burden

THE INVESTIGATION OF THE INTERPERSONAL PROBLEM SOLVING SKILLS OF PRESCHOOL
TEACHER CANDIDATES

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This study aimed to investigate the interpersonal problem solving approaches and skills of preschool teacher candidates. The data was gathered from 385 participants studying at a Turkish state University. For data collection, together with "Personal Information Form" which was developed by the researchers, "Interpersonal Problem Solving Inventory" developed by Çam and Tümkaya (2006) was used. While employing the study, the voluntariness of participants was taken into consideration. For the analysis of data, variance analysis and LSD Test were used. The significance level was determined to be as $p < 0.05$. The study revealed that the interpersonal problem solving approaches and skills of the participants were found to be statistically significant in relation to their grades. Also, the problem solving skills were found to be developed when the grade increased

Keywords: Preschool, Teacher, Interpersonal Problem Solving Inventory

ISLAMIC INSURANCE APPLICATIONS IN ECONOMY: SAMPLE OF MALAYSIA

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Today, one of the basic reason impeding the development of insurance sector, one of the most important elements of the capital market and economic world with its economic utilities rather than its economic utilities, is the religious beliefs of societies and also the social life. When the issue is examined in terms of belief, in the Muslim countries like Turkey, the reason for that the development of insurance is slow is the thoughts about Islamic issues. In Islamic religion, prohibitions of the things such as the interest and uncovered gain, since they are deemed as undeserved gain; that the insurance cannot be explained in full meaning; and that the foundation of the institutional structure cannot be formed in full meaning negatively affected the human beings and led them to regard to the insurance sector in doubt and keep away. Today, modern commercial insurance is carried out in Islamic literature as Takaful transactions. The Takaful transactions meaning the mutual protection, in case that the loses and harms, which are suggested in the agreement, occur, includes a long termed financial aids to the policy owners or their inheritors. The aim of this study is to study the Takaful transactions, seen as a sector which makes great contributions to the economy and is promising, in respect with the funds formed by them, in the sample of Malaysia. In the study, in the light of analysis of theoretical and numerical data, an evaluation will be made.

Keywords: Economy, Takaful, Islamic Insurance, Malaysia

STUDY ON SOCIO-ECONOMIC PROFILE OF ORGANIC FOOD CONSUMER IN TURKEY

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The demand for organic foods increases in Turkey but the local market starts to develop inspite of being slow. The development of domestic market is possible by recognizing the consumer and understanding their behaviour. The subject such as who the people that consume organic food are, from what factors they are influenced in purchasing organic food are important points to be considered. Thus, what the profile of organic food consumer is, how the consumer perceives the concept of organic, what the elements that affect the demand are (the reasons to prefer and not to prefer), from where organic food is purchased, are examined in this study. The objective of the study is to determine the profile of potential organic food consumers in Turkey and to reveal the impacts of socio-economic characteristics on the purchase of organic food. The scope of the research is determined as the mass that forms the urban population of high education and high income that mostly tends to create the profile of organic food consumer. In accordance with this scope, the questionnaire arranged to obtain the necessary data was applied to 710 mid-level and senior managers in total at several agencies and institutes in Istanbul.

Keywords: organic food, purchase, income, socio-economic status, urbanization

Paper ID: 0587

INVESTIGATION OF TEACHING CERTIFICATE STUDENTS' ATTITUDES TOWARDS TEACHING
PROFESSION

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The profession is described as a set of activities, which are performed to produce goods or services for the public interest and to earn money in turn, based on some systematic knowledge and skills acquired through some certain training, and whose rules are established by the society. One of the vital factors that affect a teacher's success and efficiency is his/her attitude towards the profession. Teachers' attitudes towards their profession are usually related with their enjoying their profession, dedicating themselves to their profession, being aware that their profession is socially necessary and important, and believing that they need to improve their profession, and so, themselves, continuously.

The objective of this study is to determine the teaching certificate students' attitudes towards the teaching profession according to their "genders", and graduated programs. Data were collected according to Q Method and analyzed with PQmethod 2.35 software. Q Methodology is a research method used to study people's "subjectivity" -- that is, their viewpoint. The sample consisted of students who were attending teaching certificate courses in The Faculty of Education in Gaziantep University. Instrument was consists of 40 items which half of which were positive expression about teaching profession. Instrument was applied for each student separately and the duration was approximately 10 min. Data analysis has not completed yet. Result will be presented in full text.

Keywords: Q Method, Teacher Profession, Teaching Certificate Students' Attitudes

INTERNATIONAL SECONDARY SCHOOLS TEACHERS CONGRESS IN PRAGUE

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The fifth international secondary schools teachers congress was held in Prague on August 27, 1923 by Bureau international des Fédérations nationale du Personnel de l'Enseignement secondaire public. It continued until August 30, 1923. The subject of the Congress was Secondary school teacher's training, moral education, and communication between school and parents. There were a lot of participants from different countries. From Turkey two educators,whose names were Ali Haydar and Zeki Mesut, joined the congress. In the same year, the Turkish Republic was established and the education system was reformed. Connection with an educational conference was important for the new Turkey. While attending the congress, Ali Haydar analysed Czechoslovakia schools and educational systems. He visited different schools in Czechoslovakia. For instance, in Prague a preschool, a primary school, The Prague Boys Teacher's School, The Prague Girls Teacher's School (Zensky Ucitelsky Ustav), a Girls High School, Gymnasium, Realgymnasium, Minister of Educational Library. Ali Haydar collected to a lot information there in 1923. As a result he wrote a book about description of this Congress, Congress decisions in 1925. In our study, we will examine his book and explain that congress. The topic will be examined under the light of archival sources and printed media documents.

Keywords: international second schools teachers congress, Bureau international des Fédérations nationale du Personnel de l'Enseignement secondaire public, Ali Haydar, Zeki Mesut, Turkish Education Systems.

Paper ID: 0592

ETHICAL ISSUES IN MARKETING: AN APPLICATION FOR UNDERSTANDING ETHICAL DECISION MAKING

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In recent years business ethics and social responsibility have gained great importance in marketing practices, especially in societal marketing practices. Businesses infinitely struggle with indicating their contributions to society. Consumers consciously evaluate this contribution. Manipulated consumer choices and unethical marketing applications can affect purchasing behavior. Particularly intense competition, globalization and societal consciousness transform businesses into social organizations and lead them into marketing efforts offering social value. Although business ethics and social responsibility of businesses have gained more attention in recent years, defining consumers' perceptions on ethical issues is still minimal. This study presents an empirical research of consumer perceptions on ethical issues. Reflection of this perception on purchasing behavior is also another important issue to be considered.

The aim of this study is to investigate factors related with business ethics and to reveal possible influences of these factors on consumers' ethical decision making. The main objective of the study is to find out consumers' perceptions on businesses' ethical issues such as misleading advertising, unfair pricing, deceptive packaging and to reveal the impact of these issues on their ethical purchasing behavior or ethical decision making.

Consumers are expected to purchase by considering ethical issues. This study presents whether they take these issues into account in their purchasing behavior or not. If so, it will be a competitive advantage for businesses to concentrate on the ethical aspects of their products and services. This study makes an important contribution to view consumer's ethical perception and its impact on its behavioral intention. It will be a significant outcome for business to direct their advertising, packaging and pricing activities. It will also reveal which criteria (advertising, packaging, pricing) is more important for ethical decision making

Keywords: Business Ethics, Social Responsibility, Purchasing Behavior

ETHICAL ISSUES ENCOUNTERED DURING THE AGING PROCESS

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Aging is not only a biological process but also a social and cultural issue. The communities have different approaches and applications for the elderly people, depending on their historical and socio-cultural structures and practices. In order to achieving a consensus on maintaining the life quality standards of the elderly people some ethical aspects are needed to be met. As the ethical concept in geriatrics doesn't differ from the one in general healthcare issues, understanding the ethical principles and theories would create a framework for investigating the values regarding to the ethical decision making in geriatric people.

In this paper the ethical issues encountered during the aging process such as autonomy, informed consent, limited distribution of the resources, the priority of the elderly people for the health services, the elder abuse in the healthcare facilities and the end-of-life decisions in the geriatrics will be discussed.

Keywords: Ethic, autonomy, geriatrics, aging process

Paper ID: 0594

VARIATIONS AND TRENDS IN TEMPERATURE, PRECIPITATION AND STREAM-FLOW SERIES IN THE BÜYÜK MENDERES RIVER BASIN

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The main aim of this study to reveal long-term changes and trends in the time series of temperature, precipitation and streamflow of Büyük Menderes River Basin. According for this purpose, temperature and precipitation series of Uşak, Afyon, Denizli and Aydın and streamflow series of Kestel and Çine creeks is evaluated. Nonparametric Mann-Kendall statistical test results showed an increasing trend of the temperature. The long-term trend of annual precipitation demonstrated a decreasing trend in Afyon, an increasing trend in Denizli, Aydın, Uşak; however, it was not found to be statistically significant. The streamflow of Kestel and Çine creeeks showed an increasing trend, but it was not found to be statistically significant.

Keywords: temperature, precipitation, streamflow, trends, Mann-Kendall

THE ROLE OF ADVERTISING MUSIC IN BRAND MEMORABILITY

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In the tough competition environment of the 21st century, companies and brands intend to reach their products out to consumers and seek various ways to achieve this goal. In the face of product diversity offered after the industrial revolution, companies carry out promotional and marketing studies in order to have an influence on the selection process of individuals who now have multiple options at hand as well as to maintain the visibility and memorability of their products among many others, and, in this framework, commercials stand out as one of the most powerful tools for companies to reach out to individuals. From past to the present, as the competition has become tougher among the companies and the dimensions of competition have went beyond national borders, the role and significance of modern advertising activities have also evolved in the marketing communications process. Brands and companies seek various ways and strategies in their efforts to attract the attention of consumers to their products using advertisements and/or commercials. Advertisements contribute to the memorability of brands by various positive recalls which it creates in the minds of consumers with respect to the products, and different advertising appeals and ways may be sought in addressing to masses to achieve memorability of products with positive recalls. Among ways and strategies used by companies to create appeal, music in advertising has a significant role. Music is a universal way of communication which triggers human feelings and may ensure that people find the least common denominator. Besides, with powerful effects on human mind through words and tones and with a higher rate of memorability it is one of the strategies which companies frequently use to achieve their goals. This present study intends to discuss in various dimensions the relation of advertising music - which has a significant role as means of appeals as a cultural sign in commercials - with the concept of brand memorability.

Keywords: Advertisement, Advertising Music, Advertising Appeals, Brand Recall, Brand Memorability

Paper ID: 0597

TURKISH LITERATURE AT THE BEGINNING OF 20TH CENTURY IN AN AZERI-TURKISH
INTELLECTUAL'S EYES

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Russian as a Foreign Language

Huseynzade Ali Turan (1864-1941) was Azeri-origin and a Turkish intellectual who displayed activity in Azerbaijan and Turkey in the first half of 20th century.

Immigrated to Ottoman Empire after having received education in physics-mathematics at University of Petersburg, Ali bey enrolled in Military Medical School. During this period he enlisted in Committee of Union and Progress, a committee founded by his classmates at the Medical School and that would have great effect on the political and intellectual life of Ottoman Empire in days to come (Tan Newspaper, 1938, s. 2-3).Constantly followed by tyranny through various proceedings, Huseynzade could not stand the pressure and finally was obliged to return to his homeland, Caucasia in 1903. After that he played an important role in the enlightenment of Azerbaijan through his articles in Hayat newspaper (1905) and Füyuzat journal (1906), and he assumed the pioneering role in the construction of national identity and the movement of Turkism. After having accepted the invitation of Union and Progress, Huseynzade went to Istanbul in 1910 and became the mastermind of Turkism movement rising in Turkey as of this year. And he made important contributions for laying the cultural and ideological foundation in modern Turkey founded after 1920.

Huseynzade didn't like active politics and remaining in the fore front by nature, and therefore he tried to propagate his ideas through conversations within the intellectual societies of that period and mostly through his articles. The articles of him had a wide range of topics in accordance with the education that he had received. In this declaration, Huseynzade's article which is about literature and belongs to the archive donated by her daughter Feyzaver Alpsar to Ege University, Department of Turkish Philology in 2007 will be reviewed. It is difficult to say whether this article handwritten by him in Russian had been published. It is hard to confirm this because the article written on A4-size papers and composed of 116 pages do not have a title. Although written in Russian, the topic mainly discussed in the article is history of Turkish literature. The writer embodies Turkish literature together with its dialects and puts Ottoman literature in the center. He gives examples of Ottoman Literature classics and writers and poets who were modern compared to that period. He makes use of Arabian, Persian and Russian literatures in explaining the essentialness of Turkish literature by making comparisons and giving examples. In the declaration, this article of Ali bey which has not been considered by researches before will be attempted to be deciphered, and his perspectiveon Turkish Literature as a Russian immigrant and also an Ottoman intellectual will be reviewed from his articles.

Keywords: Turkish Literature, Ali bey Huseynzade, 20th century

IASSR INTERNATIONAL ASSOCIATION OF SOCIAL SCIENCE RESEARCH

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WORLD WAR TWO OF THE MOVEMENT IN TURKEY IN EUROPE BETWEEN RACIST RIGHT TO CURRENT POLITICAL EFFECTS

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World political history of the First World War in the 20th century is one of the most deeply affecting political phenomenon. The reason for this, especially economically reaching a certain level of development of the struggle of the imperialist countries sharing their pre-war is reaching its climax. Sharing the struggle with the war against the Allies launched the outcome of the war, especially in terms of European politics has been burning results.

Adolf Hitler's National Socialist Party led it to turn negative political situation in their favor and the "Great German nation" rhetoric will be resurrected. Suffering under the harsh conditions of the Versailles for the German nation turn into a great power, this discourse has created a qualitative and quantitative leap. Before racist movement that began in Italy, in Germany, in the eyes of the masses of people has reached a major power. In this period, Turkey, fresh from the War of Independence, the young republic, political, economic, cultural as it is in the process of building. In this study, a special maturing in Germany after the First World War ideological and political orientation right political movements in Turkey in 1930 and their impact on the opinions of period documents will be examined and politicians.

Purpose of this study, the Kemalist revolution of the ideologists of nationalism understanding with Germany's special that occurs in the racist political orientation affects the Turkish right political movements of the differences between the examination and in this era of political-philosophical panorama Uncovering, Mustafa Kemal Ataturk, Turkey's unique orientation cases will showcase.

Keywords: Racism, Germany, Nazism, Nihal Atsız, Atatürk nationalism

CULTURAL IMPACT TO MARKETING COMMUNICATION IN POSITIONING: A STUDY ON POSİTİONİNG YANDEX IN TURKEY MARKET

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The self expression of the foundations has gained a huge impact on determining and positioning within contemporary competitive environment. Today environment as we can call it customer age, the identities of the foundations are as important as the service and the products produced by these foundations. Therefore achieving the foundational objectives on communicating with target groups plays a critical role. Informing target groups which is very important to the foundations form its different ways of communication.

Foundations use the tools like advertisements, public relations, sales improvement and sponsorships to transmit the brand positioning strategies to the target groups in order to be noticed and differentiated from the others. In this study it is nourished by this inevitable integrated manner. To emphasize the positioning and to establish the reflections of the culture in marketing communication are aimed. The thought the foundations achieving integral communication approach and carrying out in real life would obtain the social acceptance symbolized by positive image and reputation is aimed.

In line with this purpose the positioning strategies the marketing communication studies carried out by Yandex, Russian oriented search engine breaking into Turkish market are examined and the cultural signifiers affecting brand positioning are tried to be established. From the date Yandex has broken into Turkish market 2011 September to 2014 June, the marketing communication activities carried out by Yandex are examined and evaluated descriptively.

Keywords: Positioning, Marketing Communication, culture, public relations, advertising

VALUES EDUCATION IN ANIMAL STORIES BY OSMAN YALCIN

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This study is aimed to determine the existence of twenty one values (equity, modestly, bravery, generosity, fairness, confidential, determinly target, tolerance, contentment, determination, interpersonal relations, affection, moderation, patience, loyalty, respect, love, responsibility, to abide by one's promise, patriotism and helpfulness) in Osman YALÇIN's Animals Stories; the values which Turkish Ministry of Education aimed to have students gain in the schools in Burdur Province- Turkey since 2011. Students are assigned extracurricular reading as well, so, their encountering these values in the books they read as extracurricular activity is significant. Limitation of the study is the set of Animal Stories by Osman Yalçın, which includes twenty stories. The stories have been studied only in terms of abovementioned 21 values; stylistic and content other than these values were not under focus.
We used descriptive survey method. The data have been collected by reading each story for each value and the place of values in the story was noted. The findings were analyzed using the content analysis. As a result, 275 values were determined in the 20 stories. The number of the values emerged was the highest in Grey Rabbit; 25 values from among the 21; some values were used more than once. The lowest number of values (7) were found in Yellow Cow. Bravery was the value to emerge in the highest number and helpfulness, love and affection followed bravery respectively. Our analyses revealed that the values of moderation and contentment emerged least in these stories.

Keywords: Value, Values Education, Stories, Animal Stories, Osman Yalçın

Paper ID: 0605

DETERMINATION OF THE RELATIONSHIP BETWEEN PERFORMANCE AND USER PREFERENCE ON CAMPUS OPEN SPACES THROUGH POST-OCCUPANCY EVALUATION METHOD

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Social and cultural activity spaces in universities have a significant role to enable young people to socialize and complete their personal development. Campus open spaces, which offer students an area to conduct their extracurricular activities, steer students to social behaviors and lead to socializing. In literature review on campus open spaces, it can be seen that either technical innovations and results of the methods or financial matters, education policy and large-scale planning are focused mostly. However, studies on the reason why some campus open areas are preferred more/less than others are limited.

For that reason, this study aims to research why activity spaces that cover needs and requirements of young campus users and space organizations designed to conduct these activities are not used at desired level. As research method, behavior observation and surveys on occupancy evaluation were used. In this scope, Post-Occupancy Evaluation method was used to determine space performance value (technical- functional-aesthetic) of campus open spaces having different space organization and features as evaluated by users. A total of 122 students taking education in different faculties participated in the study and Likert attitude scale, closed-ended questions, semi closed-ended questions were used to assess three different campus open spaces in terms of technical-functional and aesthetic performance.

Findings showed that spatial performance (technical-functional-aesthetic) affected user satisfaction and occupancy level of space. In this line, this situation will be explained in association with preference differences (user satisfaction) of campus open spaces having strong or weak space organization and features. It was found that campus open spaces having strong space organizations are preferred more by students (user satisfaction) while those with weak space organizations are not preferred.

Keywords: Post-Occupancy Evaluation, User Satisfaction, Space Performance, Preference

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GOVERNMENT OVERHAUL AND SUPERVISION RESPONSIBILITY ARISING FROM THE
OPERATION OF TTE MINING INDUSTRY

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Mines are at the disposal of the State in Turkey. Due to this regulation, extraction of any mineral is a public service. Government and public institutions may make over the mine extraction work to any natural or legal person. While giving this rights to those person who are extracting mine, some regulations related to mines or extraction have been enacted. The government responsibility is to check and control mine exraction whether this is proper with its regulation or not. Due to of the improperness it is obligatory for government to compensate the cost of some injuries that come from it. In this study, the goverment's responsibilities for people who are exracting mine and their properness will be discussed.

Keywords: government-overhaul-supervision-resposibility-mining

FINANCIAL LIBERALIZATION, DEVELOPMENT OF THE FINANCE SECTOR AND GROWTH:
EVIDENCE FROM TURKEY

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Investment and growth potential of a financially closed economy is limited to the domestic savings. It is a stylized fact that financial repression is one of the most important obstacles in front of economic growth. Because the financial liberalization which is applied in the economies with strong macroeconomic structure and well organized financial systems let the investments to be higher than savings systematically. Financial liberalization can be regarded as a component of a bigger economic transformation. One of the most important objectives of the financial liberalization is to minimize the role of the state in the economy and leave his place to the market forces. The pioneering work of McKinnon (1973) and Shaw (1973) outlined the macroeconomic effects of financial liberalizations. According to McKinnon and Shaw hypothesis, the removal of the restrictions imposed by the state on nominal interest rates will increase savings and investment and this will accelerate economic growth. McKinnon and Shaw, has considered financial liberalization as the most important element of economic reforms in developing countries. However, potential drawbacks of financial liberalization in developing countries should not be ignored. Firstly, it causes a negative impact on economic performance by increasing the fragility of economic system. As the 1998 Asian crisis, financial liberalization, can prepare the beginning of an economic, social and political collapse. By disconnecting the connection of the financial sector to the real sector, it makes the areas of economic activity appear as if it were limited to just finance. This phenomenon is closely linked with recent sudden increase in speculative financial transactions. Following the deregulation in developing countries, economies are generally driven by speculative short-term capital flows and the speculative and hot nature of these flows caused a lot of serious problems such as CAD, banking failure. Secondly, uncontrolled and quick liberalization of both domestic and foreign capital accounts creates sectorial, regional and personal economic disparities within the same economy. This situation even can be worse in the absence of strong ties between the financial and the productive sector. In this study, the macroeconomic effects of financial liberalization policies implemented in Turkey after 1980, will be analyzed.

Keywords: Financial liberalization, deregulation, economic growth, investment

Paper ID: 0609

THE OTTOMAN WOMEN'S MUTUAL AID ASSOCIATIONS DURING THE BALKAN WARS AND THE
WWI YEARS

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Within the general structure of the Tanzimat period, the Ottoman women first started to raise their voices through media in the form of journals and newspapers, and then started to organize around the mutual aid association called "Şefkat-i Nisvan" first of which was founded by Emine Semiye Hanım in Thessaloniki. The societies in aid at poor people which were mostly preserved by the sultans as well, took the lead in carrying out various services during wartime such as aiding families of soldiers, protecting the women and the children, and recruiting women to work. There had been a remarkable increase in the number of mutual aid associations solely founded by women especially during the Balkan Wars and the following WWI. The women under such mutual aid associations mostly achieved important deeds in relieving the wounds created by the wars. The number of associations solely founded by the women was near 20 between the years 1911 – 1918. These associations whose primary purposes were to provide for the women and the children desolated during and after the wars, to form a basis for the women to work and to aid the wounded, had also provided basis for the women to gain awareness on rights and freedoms. The societies such as the Müdafaa-i Milliye Osmanlı Hanımlar Cemiyeti, the Osmanlı Hilal-i Ahmer Cemiyet-i Hanımlar Heyet-i Merkeziyesi, the Donanma Cemiyeti Hanımlar Şubesi, the Asker Ailelerine Yardım Hanımlar Cemiyeti had proven that the women together can achieve deeds of utmost importance during the toughest days of wars. This paper is an attempt to explain the mutual aid associations founded by the women during the Balkan Wars and WWI, by picking examples of such societies, their founders and voluntaries.

Key Words: Women, War, Association, Aid Activities

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DISAPPEARING FACE OF OCCUPATIONAL ACCIDENTS: AN EXAMINING OF SOCIAL AND ENVIRONMENTAL DIMENSIONS

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Throughout history, bad working conditions have been confronted human with occupational accidents. Foremost dimension of this accidents, maybe, is dying, becoming disabled and deprived of social safety. However, other important part of the accidents is to affect humans' social life badly and making environment unliveable. Although, nowadays security, health and environmental conditions are handled at the workplaces, accidents can not be prevented because of neglects. Especially, with the Industrial Revolution, accidents are at the top of the agenda because of inadequacies of occupational health and safety measures in practice.

Every day, 6,300 people die as a result of occupational accidents or diseases according to the reports of the International Labour Organization. Also, 317 million accidents occur on the job annually. This numbers demonstrate the seriousness of the case. The safety and health conditions at workplaces are very different between countries, economic sectors and social groups. Deaths and accidents take a particularly heavy toll in developing countries, where a large part of the workers are engaged in hazardous sectors such as agriculture, fishing and mining. It is stated that; throughout the world, women, children and migrants are among the most affected. In this context it is known that these vulnerable groups are one of the most affected groups from the social and environmental results of occupational accidents.

In this study which is depend on literature review, it is wanted to emphasize that social and environmental dimension of occupational accidents is important as well as its economic dimension which is always prominent. In this context, firstly occupational accidents, occupational safety and occupational health will be considered at the conceptual framework. Then, occupational health and safety regulations will be examined at international and regional area and besides in Turkey. This regulations' social and environmental dimensions are tried to studied. This study will be concluded with discussion and conclusions.

Keywords: Occupational Accidents, Occupational Health, Occupational Safety, Social Dimension, Environmental Dimension

Paper ID: 0612

DEVELOPMENT OF THE OILSEED CROPS PRODUCTION STRATEGIES: CASE STUDY OF TURKEY

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This study is closely related to the research project which is titled as 'Development of the Oilseed Crop Production Strategies' supported by the Directorate General of Agricultural Research and Policies (TAGEM) by the Republic of Turkey Ministry of Food, Agriculture and Livestock. The main objective of the study is to form an efficient production strategy regarding the oilseed crops where Turkey has an output gap. In the study, first, Turkey's oilseed crop international competitiveness analysis was carried out. Then the analysis of the current situation in the Central Anatolia region was performed, and they were evaluated for the analysis of regional competitiveness. The theoretical dimension of the study was formed by the titles of 'Oilseed Crops' and 'Development of the Oilseed Crop Production Strategies'. As for the implementation dimension, the title is the 'Research of the Development of Production Strategies of the Oilseed Crops'. The study was concluded with the evaluation of the findings regarding the subject, final results and recommendations.

Keywords: Oilseed Crops, Oilseed Crop Production Strategies, Development of the Oilseed Crop Production Strategies

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THE RELATIONSHIP BETWEEN THE LEVELS OF ACADEMIC STAFF JOB SATISFACTION AND BURNOUT

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Feeling of burnout is problem which is especially bottomed on relation between people and is
frequently coincided on the professional people. Feeling of burnout which is interpreted three
format as emotional exhaustion, to become numb, and deficieny of personal performance
influences in negative aspect to performance of academic staff and on account of influences to
quality of education. Satisfaction of job also is a topic which is interpreted with burnout as well as
it accours against us.
Aims of this research are to survey relation between burnout grade and job satisfaction grade of
academic personnel, to determine relations between burnout and specialities of academic
personel, to state relation between burnout and job satisfaction.
Throught of this purpose survey is polled to 60 academic staffs who are worked full time from
total 140 academic staffs who are worked in a university in Kyrgzstan/Bishkek city. From
symptom in result of research is stated that academic staff of university which is existed with in
research are not exposed to feeling of burnout, but it is determined that their emotional
exhaustion and to become numb grades are low, their personal success grades are high it is
observed that job satisfaction gradues of academic staffs who are become with in research are
high.
It has been testified is a nagative correlation between job satisfaction and emotional exhaustion
together with depersonalization. It has also been demonstrated that there is a positive
correlation between job satisfaction and personal achievement.
This research shows that there is a meaningful differentiation in psychological burnout and
personal achievement in terms of the personnel's title, age and working period. It also reveals
that job satisfaction in the category of external satisfaction shows meaningful statistical values of
differentiation in terms of the personnel's title, age and working period.

Paper ID: 0614

AN EXAMINATION OF THE RELATIVE INFLUENCE OF ROLE MODELS ON THE PURCHASING DECISONS OF PRE-ADOLESCENTS (11-14 YEARS OLD)

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Children are considered an attractive market segment by companies and marketers in today's consumer societies characterized by consumption craze. There is an increase in activities aimed at child consumers in recent years. Many marketing activities aimed at children can be seen in advertisements, sales campaigns, and other media and, many of the displays of shops are organized in such a way to get the attention of children.

In socialization process individuals are affected by culture, family, peer groups and various role models or celebrities. Role models are one of most influential tools used in contemporary marketing practices for the socialization process. This is more important for the pre-adolescents consumer group since they need someone to take as an example or associate themselves with or to imitate in attitudes and behaviors.

The purpose of this study is to examine the relative effects of role models in the purchase decisions of 11-14 year pre-adolescent children. For this purpose, we have conducted a survey in February of 2014 on 507 pre-adolescent children sampled via convenience sampling method.

Findings indicates that pre-adolescent children's purchasing decisions are influenced by four different factors; namely, peer effect, celebrity effect, own effect (child's own decision) and family effect. Also, findings pointed out that the role of family on children's purchasing decisions tends to diminish as the age increases. Furthermore, findings have shown that the celebrity effect on pre-adolescent children's purchasing decisions vary according to various demographic characteristics such as age, gender, income level, school type (public vs. private) and class level.

Keywords: Pre-adolescent, shopping behaviors, role model

TRENDS IN CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES IN TURKEY: THREE YEARS PERSPECTIVE

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In recent years, companies have interested in social responsibility activities. Corporate social responsibility campaign can be defined as applications that corporates carry out to increase awareness towards their products, to create a positive image on the target population and to demonstrate that they are good corporate citizens. Corporate social responsibility campaigns can be carried out in a way to protect the environment, to establish long-term consumer relationship and to become honest. The main aim of this study is to investigate trend of corporate social responsibility campaigns in three years perspective in Turkey. For this, 2010, 2011 and 2013 corporate social responsibility campaigns in Turkey was investigated. Universe were consisted 2010, 2011, and 2012 corporate social responsibility campaigns in Turkey. Corporate social responsibility campaign lists in Turkey was taken from booklet, which is published by MediaCat , special marketing magazine. Quantitative content analysis method was used for this descriptive study. Every single corporate social responsibility campaign was used as unit of analysis. Type of corporate social responsibility campaign, target audiences, duration of campaign, category of corporate was coded. Two coders are using in this study and coding process still going on. After coding process, data will be analyzed in three years perspective.

Keywords: Corporate Communication, Corporate Citizenship, Corporate Responsibility

IASSR INTERNATIONAL ASSOCIATION OF SOCIAL SCIENCE RESEARCH

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OMBUDSMAN INSTITUTIONS OF SWEDEN, ENGLAND, FRANCE AND TURKEY: A COMPARATIVE ANALYSIS

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Inability of Judicial supervision, the Parliament (Political), Administrative and Public Audit, within the centralist state structure of hierarchical organization after the World War II to fulfill the functions quickly enough and effective way have exposed individuals to losses arising from liability of the administration. Ombudsman supervision has showed up as a result of the fact that the states needs a control manner which will complete their existing lack of control mechanisms, will respond quickly, free and impartial.

Generally, Ombudsman institution which was established with very broad authority in the Nordic countries has created a more balanced structure in Sweden. Although England, based on many years with well-established parliamentary system and the judicial integrity as a country in the first place stand against the creation of the ombudsman institution, in question institution was established with limited authority in 1967. France which is as the cradle of the administrative judiciary, the creation of the ombudsman was considered unnecessary previously, but ombudsman institution whose appoinment had been realized under the influence of executive power has been included into the administrative system.

Ombudsman Institution which has been attempted to establish approximately for twenty years, is regulated constitutionally under the name of Ombudsman with replacement of certain provisions of Constitution as result of the plebiscite in 2010. Ombudsman has been created with the name Ombudsman Institution with the adoption of Ombudsman Institution Act no. 6328 in Turkey Grand National Assembly on 14.06.2012.

Keywords: Ombudsman, Public Supervising, The Control of Administration

Paper ID: 0623

RECOGNISING AGRICULTURE ACTIVITIES ACCORDING TO IAS 41 AGRICULTURE STANDARD IN TURKEY

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Issuing IAS41 Agriculture Standard that had to be applied for the first time for the financial statements started after 1.01.2003 meant a change of direction from two points of view: on one hand, through IAS 41was issued for the first time an extensive standard typical for this sector and, on the other hand, for the first time were included in the income statement, independently from the sales transactions, incomes from variations of the fair value of an asset. Because of this last aspect, IAS 41 can be considered an important standard, because it represents the starting point of a consistent transition from the purchase cost principle towards a fair value accounting. IASC has dedicated to the thematic field of agriculture a specific standard, because this economic branch has a great importance for the developing countries. On the other hand, IAS 41 is also applied for the agricultural activities of the enterprises from other sectors. The objective of our work is the analysis of IAS 41 and current accounting agricultural situation in Turkey.

Keywords: IAS 41, Biological Assets, Fair Value

A COMPARATIVE ANALYSIS REGARDING UNCERTAINTY AVOIDANCE OF PRE-SERVICE TEACHERS

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Uncertainty avoidance', which deals with a tolerance for ambiguityin societies, stands as an integral part of culture classification of the societies. Defined mostly as 'the level of feeling uncomftable regarding the uncertain, unknown or vague situations/conditions that create ambiguity and dilemma for persons in institutions and organizations in the communities', uncertainty avoidance level can affect behaviors, preferences and attitudes of people as the members of any community. Educational organizations as one of the institutions / organizations quite capable of sustaining or ensuring societies are also obviously affected by the overal level of uncertainty avoidance level of the societies. If uncertainty avoidance levels of school administrators, teachers, students and students' families in this sense will provide an educational perspective.

This research aims to identify and study pre-service teachers' levels of uncertainty avoidance. It is a descriptive research based on general survey model. 160 teacher candidates studying at the Department of Social Science Teaching in Ziya Gokalp Faculty of Education in Dicle University constitute the sample of this paper. Data were collected by means of a questionnaire form, which includes sixteeen items and was developed by the researchers themselves. After eliminating 23 forms identified as missing or invalid, the analiysis was performed of the data gathered by 137 forms.

In analyzing the data; descriptive statistics, percentage, frequency, t-test, One-Way Analysis of Variance (ANOVA), Kruskal-Wallis and Mann-Whitney U tests were used. As a result of analysis, regarding the participants' levels of uncertainty avoidance, overal mean was found as $\bar{X} = 3.10$ (Moderate level). However, it is very interesting and worth notice that respondent tend to prefer working in'state schools'. While in terms of gender variable there was no significant difference between the level of uncertainty avoidance, the "class" variable is a source of significant difference. At the end, suggestions based on findings were developed.

Keywords: Teacher candidates, Uncertainty avoidance

Paper ID: 0625

SECONDARY SCHOOL STUDENTS' ATTITUDES TO AND AWARENESS OF CYBERBULLYING IN TURKEY: A SCALING METHOD CASE STUDY IN ANKARA

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Cyber bullying is defined as sending text or images using information and communication technologies, to deliberately and repeatedly attempt to harm, threaten, intimidate and harass others. With the development and popularization of Internet technologies the average age of internet users has fallen and the Internet use among children and adolescents has risen. This has resulted in the increased misuse and unconscious use of internet as well as many positive results. Among the misuses of internet, cyberbullying acts have been widely observed in the school environment. It can be said that the cyberbullying is fairly new study in Turkey and there are no country-wide studies on the subject. This study will present the results of a study conducted with a total of 200 students from the most crowded secondary schools in the six districts of the capital Ankara, to evaluate their internet and social media uses and attitudes towards cyberbullying. This study aims to explore the students' experiences with cyberbullying as a victim or offender, their feelings when witnessing cyberbullying, their awareness and the coping strategies to deal with the situation. In Turkey, women are one of the disadvantaged groups in Internet usage. The gender differences in exposure to bullying (perpetration and victimization), and awareness of the subject will be revealed. The study will provide a discussion on the types of cyberbullying, overall evaluation of studies in Turkey, and the sociocultural and economic causes and consequences of cyberbullying in Turkey.

Keywords: Cyber bullying, secondary school students,Ankara, Turkey

Paper ID: 0626

THE SOCIAL AND SPATIAL IMPACTS OF RESETTLEMENT: THE CASE OF YEŞILYURT DISTRICT IN MALATYA

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Resettlement affects both the re-settlers and the conditions of new places interactively. A person adopts various tactics in order to fit in with functions in society by actualizing his/her motivation and one of these is geographical mobility. Resettlement is not only a problem concerning his/her adaptation to the demands of a production system and his/her working to increase the efficiency of a labor market system. A displaced person relocates not only as producer but also as a consumer, accordingly, the configuration of consumer and market change (Tekeli, 1975).

This research has been conducted on the social and spatial impacts of resettlement. The research were conducted by qualitative method. Research groups is displaced groups because of the construction of Çat Dam in Malatya. They were visited between 6 june to 30 August 2013 and 10 in-depth interviews 3 focus groups interviews and participant observation were conducted. The study attempts to shed light on its impacts with particular attention to resettlement economic conditions, and social change.

To summarize spatial changes based on the subjects of this study: the arrival of new settlers to Yeşilyurt has significantly affected the social system. Population density has increased dramatically. Land prices have increased. New settled people first had their houses constructed, then stores where construction materials are sold increased in number. Moreover, in parallel with increasing population, and introduction of the social and economic capital transformed the small district to one of the the most developed district in Malatya.

Keywords: Displacement, Resettlement,Social and Spatial Change

LEGAL AND SOCIAL DEVELOPMENTS REGARDING THE ISSUE OF VIOLENCE AGAINST WOMEN IN TURKEY

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Violence against women can be distinguished from violence among other people and must be treated differently. It emerges from cultural, socio-economic and political connections, and this specific type of violence is the result of a power relationship between men and woman. Women are
vulnerable when physically exposed to violence, and their resistance to this violence is insufficient.
Moreover, from individual relationships to legislation, the values of society have sustained the inequalities of the patriarchal system.
Up until now, violence against women has been understood as an intrafamilial issue. This comes from the notion that a relationship between husband and wife is strictly limited to the private sphere. On that account, violence against women has not been considered a public issue. Needless
to say, violence against women has been left outside of national and international regulations. Nonetheless, in recent years, in both Western societies and in Turkey, violence against women is being acknowledged as an issue in legal texts. This violence is still prevalent in Turkey however, and the issue is still being discussed. Thus, even though this evolution has resulted in some legal changes, new amendments are undoubtedly required as sufficient adjustments haven't yet been made. Moreover, as the issue has a social dimension, it is necessary to take this into consideration.
In this article, the causes of violence against women and its lack of prevention will be discussed under the light of both social and legal developments.

Keywords: Violence Against Women, Legal And Social Developments, Patriarchal system

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HAZARDOUS WASTE POLICY IN TURKEY WITH IN THE SCOPE OF INTERNATIONAL AND
REGIONAL REGULATIONS

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It is true that nowadays environmental problems and social problems depend on each other. It is emphasized that this situation threatens continuity of environment and also development of society. Environmental problems, which are tried to overcome by society, create a whole because of their qualities and there is a strong connection between constituents of these problems. Many issues such as relations of production, scientific and technologic developments, industrialization, urbanization, economic growth processes, rapid population growth pollute environment so it becomes uninhabitable for human being and other living things. For this reason, nowadays, environment and environmental problems issues start to take place in scientific researches and political texts, increasingly.

Hazardous wastes which originate from hazardous, chemistry and toxic substances consider as an important environmental problems and environmental pollutions which originate from this environmental problems come incontestability nowadays. Hazardous wastes which originate from these substances are not real reasons of water, air and soil pollution. Real reasons are from specific mode of production. From most innocent to most hazardous formation of wastes are inevitable as a result of all mode of production. In this context hazardous waste issues start to take place in environmental policies from international level to national level progressively. This are also extremely important indicator for understanding how hazardous waste issues are important and recent.

From this point of view in this study, situation of hazardous waste issues and hazardous waste policy in Turkey are studied generally. This study depends on literature review and regulations about the subjects. Firstly, environment, environmental problems, environmental policies and hazardous waste concepts take place in conceptual framework. Next, regulations about hazardous wastes are tried to examine from international level to regional level. In parallel with these, legal regulations in Turkey–from international agreements to laws and regulations- and hazardous waste policies in Turkey are examined within the context of environmental policies at national level. The study is ended with situation of hazardous wastes in Turkey, how importantly it is examined and examining situation of national, regional and international levels.

Keywords: Environment, Environmental Problems, Environmental Policy, Hazardous Waste, Turkey

Paper ID: 0629

A STUDY ON THE INVESTMENT TENDENCIES OF FAMILIES BY DIFFERENT STAGES OF THEIR LIFE CYCLES

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The stages of a family life cycle involve a long process that starts with marriage, and then continues with children's birth, their education, their having a profession and leaving home, until the decease of one of the spouses. During this process, a family's current stage has an important impact on their demands and needs, causing differences in their way of spending and their loans. The aim of this research was to determine the investment states of families from different periods of life (establishing stage, n=47; expanding stage, n=364; narrowing stage, n=29), their reasons for investment, factors that affect their preference of investment tools, and their preferred investment tools. The study was planned and conducted on families (N=440) living in different neighborhoods in Ankara, the capital of Turkey, who were selected by random sampling method. In this research, the establishing stage involved families married with no children; the expanding stage included families married with children at the age of 0 to 6, with children at the age of 7 to 8 and with children at the age of 19 and above; and the narrowing stage involved families in which all children have left home and one of the spouses has deceased. The data were collected by the researcher through face to face interviews with the family individual responsible for income management, based on the survey form developed. The data were evaluated by means of the SPSS 15.0 software package. In analyzing the data, chi-square analysis was conducted in addition to the frequency and percentage values. The differences in groups were based on the significance levels of p<0.05. The results of the study revealed that more than half of the families invested in all three stages (70.2% in the establishing stage; 67.0% in the expanding stage; 69.0% in the narrowing stage). Their primary reasons for investment are to increase family income during establishing stage (34.6%), to rise to a comfort level in the expanding stage (33.6%) and to ensure financial security in the narrowing stage (33.3%). Families in the establishing (41.4%) and narrowing (60.0%) periods prefer investment tools that they believe are safe while families in the expanding stages prefer investment tools with high interest rates (36.4%) and high profit returns (32.8%). It was determined that families in the establishing period purchased gold (69.0%), real estate property (65.5%), savings accounts (65.5%) and stocks/bonds (75.9%); families in the expanding stage bought gold (54.2%), real estate property (51.4%), savings account (61.3%), investment funds (54.5%), stocks/bonds (79.1%) and equity securities (66.0%); and families in the narrowing stage acquired savings accounts (53.3%) and gold (86.7%).

Keywords: ords: Family, Family Life Cycles, Investment, Investment Tools

SUSPENSION OF THE PRONOUNCEMENT OF JUDGMENT IN THE LIGHT OF THE KASAP AND OTHERS V. TURKEY CASE

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The proportion between the right violated by a crime and the punishment imposed for the crime is significant to establish public peace and order. In this paper, the suspension of the pronouncement of the judgment notion will be examined in the light of the Kasap and Others v. Turkey case.

The suspension of the pronouncement of the judgment is a notion to serve the aim to protect those, who committed a crime for the first time or by chance, from the negative effects to be away from the society via imprisonment. The suspension of the pronouncement of the judgment is regulated by Article 231 of the Turkish Code of Criminal Procedure and highly applied by Turkish Criminal Courts.

On January 14th 2014 (Case of Kasap and Others v. Turkey), European Court of Human Rights (ECtHR) convicted Turkey because Turkish Assize Courts used their power of discretion to protect the State agents and provide impunity for their homicide by application the Article 231 of the Turkish Code of Criminal Procedure.

Although ECtHR respects the punishment imposed for the crimes by contracting States-except the capital punishment-, for this case ECtHR stated that suspension of the pronouncement of the judgment for a conviction of life-endangering crime (which is negligent homicide in the case) violates State's positive obligation under Article 2 (Right to life) of the European Convention on Human Rights.

Keywords: Suspension of the Pronouncement of Judgment, right to life, proportion between crime and punishment, justice in punishment

Paper ID: 0633

QR CODE APPLICATIONS IN MAGAZINE ADVERTISEMENTS

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QR (Quick Response) Codes are one of the image based augmented reality applications. An individual, who exposed to a QR code on any surface, can have direct access to digital media with their mobile devices. So that the person may have additional information about the subject with the support of interactive media steer. The additional information is given in digital media as a text, video, audio, picture, web page etc.

In the 2010s, the use of QR code applications has become widespread, especially in education and advertising. The aim of this study is to determine the variability of product categories, which uses QR codes in magazine ads. In this context, the use of QR codes according to product categories in Turkish magazines was analyzed by the method of content analysis. The measurement unit consists of the ads using QR codes in 3 different magazine categories, which published in the year of 2012 in Turkey. 145 ads have been determined using QR codes in category of woman (Cosmopolitan), special interest (National Geographic) and general interest (Aktüel) magazines. In this direction, the types of additional information where the reader is directed to, range of product categories and exchange value according to the months analyzed. The relationship between type of magazine and product category was analyzed. According to the findings, the causes of preferred directions of using QR codes in ads were discussed.

Keywords: QR code, Digital Media, Interactive Media Steer

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WEBER'S PENDULUM: THE PERCEPTION OF AUTHORITY AT WORK

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Modernity, with its rationalization processes, impacted on the structure of authority. One of the important figures of Modernism, Max Weber, studying on the rationalization and bureaucratization processes, dealt with and defined authority with a new perspective. This perspective has developed on a context in which the existence of large organizations has become visible day by day. In the meantime, it is claimed that in a post-modern world the nature of the organizations and correspondingly authority type have changed. Do employees still consider, first and foremost, the position of the manager as a reflection of "rational bureaucracy"? This questions still remains a crucial problematic of organizational life.

In that sense, the purpose of this study is to interrogate this question and, inspiring from Weber, to investigate how employees perceive authority at work. In detail, research bases on the synthesis of four important contemporary contributors' studies; of those Max Weber, Alexandre Kojeve, Richard Sennett and Robert L. Peabody. Max Weber (1997), as the first and most recognized figure, made valuable contributions with his well-known categorization. He examined authority relations historically in three types; traditional, charismatic and legal/formal. To him, the last one was the output of modern bureaucracy. In Kojeve's study (2007), authority is defined and discussed conceptually within four different approaches; i) theocratic, ii) Platonian (legitimacy), iii) Aristotalian (wisdom), iv) Hegelian (obedience). Robert L. Peabody (1962) investigated four types of authority relations; I) authority of legitimacy, ii) authority of position, iii) authority of competence (technical skills and experience), iv) authority of person (leadership and human relation skills). And finally Richard Sennett (2005) focused particularly on two distinct contemporary versions of authority; paternalistic authority and autonomous (specialty) authority.

Inspired from these studies, present work examines the phenomenon of authority within an eclectic point of view that distinguishes and discusses four types of authority perception; i) formal/legal (Weber, Kojeve and Peabody), ii) paternalistic (Sennett), iii) specialty (Sennett and Peabody), iv) personal (Peabody). In other words, study attempts to develop an insight on how employees portray authority at work, as; i) a position (legal/formal), ii) a father (paternalistic), iii) an expert (specialty) or iv) a leader (personal).

To this end, a semi structured interview was conducted on employees in five organizations that coming from four different industries. 10 employees were selected randomly from the staff list in each and they were interviewed individually and privately. Empirical evidence shows that it is not quite easy to generate a categorization on the type of perceived authority. Though, it enables to develop an insight that legal/rational and expert/specialty authorities are perceived more intensively among others.

Keywords: Weber, organization, authority

CHALLENGES OF RESEARCH ON THE SUBJECT OF ELDER ABUSE

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Old age is the last period of life which brings all the experiences acquired during life, gains and losses come together. In this regard, old age need to be addressed and examined with physical, psychological, social, cultural and economic aspects. Due to the multi-dimensional nature of old age; there are many difficulties in doing research in this field. One of these difficulties is to determine whether there has been abuse of elderly or not.

Today old age has become a priority issue for not only developed countries but also developing countries. Turkey, as a developing country, has a young population yet, but according to population projections 20% of the Turkey's population in 2050 expected to be 65 and older. Thus, studies related to old age has great importance in determining the needs of elderly and developing social work intervention and strategies according to these needs.

Elder abuse is closely linked to the functionality of the elderly and especially elderly who are bedridden and dependent are at greater risk of abuse. So, how can we determine that elderly is being abused by relatives? Can we trust the statements of the elderly about it exactly? How can we get the right information from elderly who are living in the same house with caregivers? These are important problems.

This study aimed to reveal the difficulties of making scientific studies about elder abuse and detection of the abused elderly who are bedridden or dependent; and to discuss possible solutions to these challenges.

Keywords: elder abuse, elderly, Turkiye

IASSR INTERNATIONAL ASSOCIATION OF SOCIAL SCIENCE RESEARCH

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THE PROBLEMS OF MODERN TURKISH NOVEL AND NEW DEVELOPMENTS IN THE TURKISH NOVEL

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In the writing that Tanpınar wrote in 1930s with the heading Bizde Roman, he complains that the novelists, as they see the Turkish society from the view of Western works, cannot be "intimate" and in accordance with this, Turkish novel has not completed its "transition" period. 30 years after Tanpınar, famous novelist Kemal Tahir said that Turkish novelists had become the imitators of Western novel as they did not know their own society very well. However, 140 years have passed since 1872 when we stepped into the novel world with a work. The novels published especially in recent years have caught a great attention that has never been seen in our Republic history. In fact, while the publications of some novels have reached hundred thousands, some have reached to millions with 500, 600 publications. Undoubtedly, this table may be considered in an optimistic way by many of us for society that has reading problem, but it is difficult to share the same ideas in terms of quality. In addition, a significant part of the works has caught the attention thanks to their quantitative sides not the qualitative ones as they are interpreted with an ordered understanding instead of a serious criticism. Therefore, the judgement that a good advertisement gets more readers and more money has replaced the general and settled judgement that a good work finds its reader. In this declaration, the current situation of Turkish novel will be studied by taking the problems into consideration.

Keywords: Modern Turkish novel, postmodern novel, crime novel, science fiction novel, fantastic novel

Paper ID: 0639

THE ACTIVITIES OF THE AMERICAN EDUCATIONAL INSTITUTIONS IN THE OTTOMAN EMPIRE: INTERNATIONAL COLLLEGE IN IZMIR

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İzmir was the most important city on the coast of the Aegean region in the Ottoman Empire. This city had a significant role for foreign traders and also especially missionaries. The missionaries of the American Board of Commissioners for Foreign Missions(ABCFM) started to operate in İzmir in 1820. At the begining they gave a great importance to improve educational activities in İzmir. The American educational activities have a special place and influence in missionary work. The American schools are the most important instutions for socializing of children after their familes. At the begining of 20the century, the number of primary schools was 378, the secondary and theological schools was 36, college was 3. These American college were very popular among missionary schools. One of them is International College in İzmir.

International College in İzmir is out-growth of a school begun in İzmir in 1879 by the American Mission. This educational instution were rapidly expended. In 1891 Rev. Alexander MacLaclan was tobe director of this college. In 1892 the collage's name was changed, known as "Boys High School" and later "American Collegiate Institute for Boys". In 1903 the institution was formally recognized as "International College". In 1910-1911 large gifts were given to college to provide new area and adequate equipment. In the fall of 1913, campus was transferred to new area. The college continued its educational activities in the Turkish Republican Period.

The main aim of this investigation is that International College play significant role in trasferring the American civilization and culture to next generations. This research will be focoused on the history and effects of the International College. This papers will be based on archical sourcse (ABCFM- Turkish Rebublican Archives), magazines and newspapers.

Keywords: American College, Ottoman Empire, İzmir

Paper ID: 0641

THE POETICS OF MEHMED AKIF

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Historical events , philosophical approaches and social changes influence poetics. In Turkey the writers who write poetics in national literature period start the term nation. Poetry takes on the task of wakening the society rather than expressing individual perceptions. Mehmed Akif is a poet who has national literature sensibility. It is not true to evaluate him within the scope of pure poetry criteria. He delays reading poem for his ideals. This is not about his being weak poet but the mission that he loads to his poetry. Akif has words to say,message to transfer and pain to tell. As a rule of national literature conception he ignores personal feelings and he represents his nation's problem. While he focuses on content, he pushes aside the poetics. However when he sets his pen free, he is completely a lyrical poet. He is the supporter of an idealist attitude as realist literature. He does assessment and offers suggestion and statement. He has a strong prescription to rebuild the society in terms of values. It is possible to determine Akif's poetics looking the poems in Safahat and the articles published in the journal Sebilürreşad.Thus, Akif builds his poetics on The Poets (Ash –Shuaraa) and hadiths. Consequently the main source of his poetics is verses of Koran and hadiths. He goes after the poetry which includes verses and hadiths. He expects moral and social benefit. In the study Mehmed Akif's poetics is going to be determined through the examples from Safahat and essays on poetry.

Keywords: Mehmed Akif , national literature, poetics, pure poem, socialist poetry

Paper ID: 0642

TEACHING PROSODY WITH WORD GAMES

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Sound and rhythm are two outer elements of poetry. Poet tries to set sound image with some instruments such as rimes, alliteration ,measure ,rhythm and end rime. Prosody makes the theme visible , reflects the feelings and provides the illustration of the environment in the reader's ear. Prosody is a topic that relates the audial intelligence. Prosody, syllabic meter and blank verse should be recognized by musical ear. However as our musical ear is not stimulated enough at school , it is not possible to hear the rhythm in the poem. It is still being continued to demonstrate the prosody patterns with points and lines and to count the syllabic meter with fingers. The people who have a good musical ear ought to be provided to hear the rhythm in the poem. To focus on all prosody patterns in literature courses is not necessary. It is absolutely wring to make the patterns memorize. By practising audial exercises on the most used prosody patterns in Turk poetry history, the rhythm of the poet can be heard. The sound of the prosody can be taught with word games. In the study pure information will be summarized in the scope of prosody teaching and practice suggestions about the rhythm is going to be put forward.

Keywords: Poetry, rhythm, meter ,prosody, prosody teaching with games

OPINIONS OF THE SCHOOL ADMINISTRATORS ON SPIRITUAL ATMOSPHERE IN SCHOOLS

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The term "workplace spirituality" emerges in 1990s in the U.S.A. The people work in America express that an emotionless and spiritless workplace environment affects individuals negatively and exploits their emotions. Moreover, they begin to leave the workplaces which are specified as spiritless in line with the idea of mental health, physical health and family relations are so important. From this point of view, it can be asserted that as well as physical and mental factors emotional and spiritual factors are quite important for the working people (Barrett, 2009).
The aim of this research is to determine the present state of spiritual atmosphere in schools and to present the practices to enhance the spiritual atmosphere of schools. The significance of the study is its' provision of a perspective related to the term "workplace spirituality" which emphasizes the importance of teachers' spiritual and emotional aspects. It is a case study of qualitative research designs. Randomly selected 19 primary and secondary school administrators working in Gaziantep/Turkey in 2013-2014 educational year constitute the participants of the study. In data collection, semi-structured interview technique among qualitative research methods is used. Gathered data are subjected to content analysis in parallel with the qualitative research approach. According to research results; school administrators express that they do not exert much effort in order to enhance the spiritual atmosphere of schools. This can be explained with their not having a viewpoint in relation to the term spiritual atmosphere. The school administrators also express that the following precautions may enhance the spiritual atmosphere of schools: having social activities with teachers at specific intervals, holding meetings not only to proceed official works but also to promote social relations and participating all of the teachers in decision-making processes.

Keywords: spiritual atmosphere, workplace spirituality, a meaningful job

Paper ID: 0644

THE RELATIONSHIP BETWEEN LEARNING STYLES AND ATTITUDE TOWARDS CREATIVE DRAMA COURSE OF ELEMANTARY PRESERVİCE TEACHERS

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This study aims to examine the relation between learning styles and attitude towards creative drama course of elementary preservice teachers. Purposeful sampling was used for this study. The sample consist of 332 preservice teachers, 132 male and 200 female, who have taken creative drama course. The distribution of the grade levels of the students in normal and evening education was found as follows: third grade: 188 students, and fourth grade: 144 students. Data collection methods are "Grasha-Reichmann Learning Styles Inventory" and "Attitude Towards Creative Drama Course". Grasha-Reichmann Learning Styles Inventory was developed by Grasha-Reichmann (1982) and its reliability and validity was established by Uzuntiryaki, Bilgin and Geban (2003). The 5-likert Learning Styles Inventory (LSI) focuses on students' learning preferences. The 60-item inventory consists of six different learning styles: independent, avoidant, colloborative, dependent, competitive and participant. Cronbach alpha internal consistency coefficient was found .72 for independent learning style, .58 for avoidant learning style, .74 for colloborative learning style, .69 for dependent learning style, .79 for competitive learning style, .74 for participant learning style, and .89 for the inventory itself. which developed by Grasha -Reichmann (1982) and adapted to Turkish by Uzuntiryaki, Bilgin and Geban (2003). "Attitude Towards Creative Drama Course" which developed by Adıgüzel (2006). It consist of 50 items, the lowest score is 50, the highest score is 250. Cronbach alpha internal consistency coefficient was found .94 of Attitude Towards Creative Drama Course Scale. The inventory was conducted on voluntary basis after the researcher obtained permission from the instructor. As data analysis t test, one way ANOVA and pearson correlation coefficient were used. The findings have shown that there is negative significant relationship between the attitude towards creative drama course and dependent subscale of the learning styles.

Keywords: learning styles, creative drama, teacher education

PRE-SERVICE TEACHERS' VIEWS ON THE NATURE OF MODELS

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The purpose of the study was to investigate pre-service science (physics, chemistry and biology) teachers' views on the nature of models. Fifty six students (22 physics, 14 chemistry, and 20 biology) were voluntarily selected and participated in the study. The study was conducted with students enrolled in teaching science methods course in alternative teaching certificate programs at one of the largest western universities of Turkey. Data were collected via an open-ended questionnaire developed by Justi & Gilbert, (2003). Participants were asked about definition, uses and nature of models and examples related to a range of phenomena. Data were analyzed by using constant comparison methods. Preliminary findings indicated that pre-service teachers had a diverse conceptions about models. Further findings and discussions will be made during the presentation.

Keywords: Pre-service teachers; modelling; nature of models; teacher views; science teaching;alternative teaching certificate programs

Paper ID: 0646

FACTORS AFFECTING THE CAREER PLANS OF UNIVERSITY STUDENTS AFTER GRADUATION

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The concerns of university students about finding a job that fits with their field of education and abilities and also about their adaptation to business life are important problems to be considered. Therefore, career planning to be dealt with from the period of student years and having information about the factors affecting career planning have great importance.

This research was conducted to determine the factors affecting the career plans of final year undergraduate students after graduation. The research covers 302 students studying in senior classes of two universities in the city of Bishkek in Kyrgyzstan. The data of research was collected by questionnaire. Statistical Package for the Social Sciences- SPSS 20.0 was used in the analysis of data. Frequency analyses were performed to determine individual and social characteristics of students related to research data and descriptive analysis was performed in order to determine the factors affecting career planning of students. The differentiation status of factors affecting career planning by individual and social characteristics of students was examined with the nonparametric tests.

As the result of the research, the dignity of profession, economic factors, personal characteristics and skills, university and current developments were found to be the most important factors affecting the career plans of university students. It was found that the degree of difficulty of profession, family, social factors and legal obligations have less effect on their plans. It was found and observed that there are statistically significant differences between some factors affecting career plans of students by their gender, age, university and sector preferences which they desire to serve in.

Keywords: career, career planning, university students, Kyrgyzstan

LEVEL AND TYPE OF OPEN INNOVATION AND EFFICIENCY IMPACTS IN TURKISH FOOD AND BEVERAGES INDUSTRY

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Open innovation is a multi-disciplinary approach and incorporates all stakeholders of firms to the innovation process. According to the open-innovation concept, firms should not only use information produced endogenously by themselves but employ exogenous information as well. By open innovation practices, information flow into and out of firms are enabled and in this way innovative process is fastened and competitive power is obtained by most efficient use of endogenous and exogenous information rather than by producing the best and most number of ideas/projects.

The recent rapidly growing relevant literature puts forward that the level of open innovation during the production process namely, idea generation, idea development and commercialization is influenced by type of stakeholders that the firm is in cooperation with and may create changing impacts on the efficiency measured by innovative and economic performance of firms.

Based on this argument we employ an econometric model on food and beverages industry in Turkey to test hypotheses that are implicit in the aforementioned argument. The data regarding the open innovation information is gathered through a field survey in 2011 that covers 139 firms which are ranked by Istanbul Chamber of Industry (ICI) in the first 1000 biggest firms in Turkey. The required economic data is provided by ICI. Preliminary findings suggest that there is some evidence showing that type of stakeholders have significant impact on level of open innovation. We believe further analyses might provide valuable information for the industry to develop an open innovation strategy to improve efficiency in the industry.

Keywords: Open innovation, Idea generation, Commercialization, Innovative performance, Economic performance, Food and beverage industry

CHANGE IN THE STRUCTURE OF MEDIA OWNERSHIP IN TURKEY: EXAMPLE OF MILLIYET AND VATAN NEWSPAPERS

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When comparing with Europe, Turkey started its journalism history more than a little later; especially Turkey has experienced important development in press and press industry since 20th century. After liberalization movements in 1980's interests of capital from different sectors on press and press industry in Turkey has increased steadily. This caused Turkish press to enter the serves of huge companies and that is why; structure of press has changed markedly.
This study takes into account of changing ownership structure of Turkish press after establishment of Turkish Press in terms of critical economy-politic approach. Milliyet which is one of the most important examples of over-commercialization press and Vatan which has been sold several times in a short time were taken in hand as sampling among Turkish newspapers. This study takes in hand changing ownership structure of press in Turkey with using examples of Milliyet and Vatan and in the content of the study a wide range of literature review and descriptive analysis were used in the context of critical economy-politic approach.

Keywords: Economy Politics, Turkish press, ownership structure

THE IMPACT OF TOURISM ON DEMAND OF ALCOHOLIC BEVERAGES IN TURKEY

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In this study, price, income and tourism elasticities of alcoholic beverages are estimated by using quarterly market balance data of wine, beer and raki with LA/AIDS in error correction form. The long-run own-price elasticities indicate that all alcoholic beverages lie at upper bound of inelastic region. All alcoholic beverages are necessity goods both in short-run and long-run. The short (long)-run alcoholic beverage elasticities as an aggregated good are found as 0.32(0.59), -0.3(-0.57) and 0.22(0.41) respectively for income, price and the tourist number. According to results, considerable portion of growth in alcoholic beverage demand can attribute to increasing tourist numbers.

Keywords: Alcohol Demand in Turkey; Alcohol Demand with Respect to Tourism, Income and Price Responsiveness of Alcohol Beverages

Paper ID: 0653

STUDENT'S BELIEFS CONCERNING THE WRITTEN ERROR CORRECTION

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Teachers working at primary schools in Gostivar, Macedonia rarely correct their student's written work in learning English language as a foreign language. Actually, most of them provide their students with grade - evaluation without giving them specific and appropriate feedback. Furthermore, they only cross out the wrong answers and hardly ever ask their students to understand the actual mistakes and improve their writing skills as far as accuracy and fluency is concerned. Therefore, it is necessary to investigate the student's beliefs concerning the written error correction in order to raise the teachers' consciousness and guide them how to approach the students' written work. Specifically, the study aims to find out the most preferred and valuable method of error correction according to the students' perspective. In order to achieve this, the survey covered three primary schools in Gostivar, Macedonia such as "Ismail Qemali", Goce Dellcev" and "Vellazerim Bashkimi ". The target groups of this study were 165 pupils of one 8th and one 9th grade per school. The most significant and helpful tool of the study was the questionnaire which included 10 questions. Nevertheless, the results will help the teachers to notice which methods are more adjustable and effective for their students and what kind of feedback to give as far as the written work is concerned. In conclusion, the results will mirror how different communities rely and reflect differently on the same topic, in our case, the written error correction.

Keywords: written error correction, feedback, student's beliefs, method

Paper ID: 0654

A REVIEW OF THE CONTEMPORARY SCULPTURE COLLECTION: IZMIR STATE MUSEUM OF PAINTINGS AND SCULPTURES

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The place of museums and galleries in the activities directed towards contemporary art is an indisputable fact. The painters from Izmir opened their first exhibition 1927 and afterwards carried out their work at the community center (Halkevi). They were able to open the Painting and Sculpture Gallery in Culture Park (Kültürpark). This gallery turned into the Izmir State Museum of Paintings and Sculptures, located at Konak, in 1973.

The aim of this study is to introduce the works of contemporary sculpture art found in the collection of Izmir State Museum of Paintings and Sculptures and to evaluate their place in contemporary Turkish sculpture art.

In this context, the inventory and photography of all works of ceramic arts, located in the museum's exhibition space and store, was made in field studies with permission from the Ministry of Culture Directorate of Fine Arts the in accordance.

As a result of this field study and evaluation, thirty-three contemporary scupture pieces were identified, of which two of them belongs to unknown artist and the remainder belonging to Turkish sculpture artists. The names of these artists are Hakkı Karayiğitoğlu, Zühtü Müridoğlu, Turgut Pura, Ali Suat Kızıltuğ, Kadrinüsa Aydemir, Hadi Bara, Haluk Tezonar, Erdinç Bakla, Ahmet Uğur Çakı, Nilay Tezonar, Derviş Ergün, Saim Bugay, Azimet Karaman, Sabit Baytan, Hüseyin Gezer, Hüseyin Anka Özkan, Ercan Yılmaz, Kuzgun Acar, Yaşar Sami Gökgöz, Tamer Başoğlu, Ferit Özşen, Sadi Öziş, Ayhan Kayapınar and Tankut Öktem. The works are sorted and evaluated in order of production date so that a review of the artists place within his / her art life could be made.

Keywords: contemporary, sculpture, collection

TWO BRIDGES IN INTERCULTURAL COMMUNICATION: TOURISM AND PUBLIC RELATIONS

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Due to the increased social mobility communication and transportation facilities in the world has accelerated compared to previous years, and a new period has begun that more people and cultures have faced to face in more intense ways.

These developments in the world has been effective in the emergence of a multicultural character and people begun to have more desire to get to know other cultures. The multicultural nature of society, local, national and international level have engaged in efforts to promote their cultures . In this process importance of public relations has increased because of the development and promotion of tourism. As a result cultural recognition, public relations and more functions related to these issues have been used in tourism industry . Tourism and public relations mutually support and enrich the cultural mediators and both play important roles in intercultural communication which they have become the two bridges .

With the expansion and the categorization of tourism industry , a strong competition in the international arena has started. With this regard, reaching (contacting) customers has had a vital role to provide information. Thus, need for public relations practices emerged as cultural mediators which have been providing transitivity.

There has been significant variations in determining the meaning of some concepts and activities in people's lives such as work, ethics, safety, social responsibility, subsidiarity and globalization. Cultural involvement and intercultural understanding are very important issues in the way of change.

In this article; tourism and public relations impact on the development of intercultural communication and cultural global perspective will be put out.

Keywords: intercultural communication, tourism, public relations

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TURKISH – GERMAN RELATIONS AND TURKISH IMAGE IN HANS GUHR'S MEMORIES AT THE TIME OF THE FIRST WORLD WAR

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In this study, Memories of Hans Guhr who had served as a commander of an Ottoman infantry division at Eastern Anatolian Plateau , South East Anatolia , Mesopotamia and Palestine, started from summer of 1916 to the end of war, which stated in his writings "From Anatolia to Palestine" and " Shoulder to Shoulder with the Turks" will be discussed in literary and historical criticism relation.

Anatolian Days" and „Palestine Days" which the author described in his historical perspective were reflected by the map, the sketch and memories which is supported with photographs, truthfully.

"I-narrator", the author himself, demonstrated Turkish - German Relations and the Turkish Image in an olympian, subjective and objective view with a neutral , distant, not only a foreign point of view but also an insider point of view , with a confirmatory attitude.

This work, which reflects historical facts and critiques, draws attention for future international relations and contain recomendations.

Keywords: ords: First World War, German officers command in Ottoman Army, Turkish – German Relations , Turkish Image , comparative literature techniques

MOTHERS' AND FATHERS' PARENT EDUCATION NEEDS AND PARENT-CHILD RELATIONSHIPS
DURING EARLY CHILDHOOD

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The quality of the relational bond between parent and child affects children's emotional
development, school performance, and social growth.
This study investigated the sta¬bility of mothers' and fathers' perceptions of parent-child
relationships with children between 3-12 years. Also this study describes mothers' and fathers'
parent education needs.
The Child-Parent Relationship Scale (CPRS) was used to describe the stability of parents'
perceptions of their relationships with their children between 3-12 years. In this research, Child-
Parent Relations Scale (30 item scale Likert-type) was developed by Pianta (1992) used. And
Turkey version for CPR Scale's sample is recruited (N=208) from different fathers and mothers.
The majority of mothers and fathers those who reported that they needed information to gain
their children to self-confidence and to control unwanted behavior.

Keywords: Parent, parent education, child-parent relationships

Paper ID: 0662

EDUCATION SYSTEM IN TURKEY FROM VILLAGE INSTITUTES TO PRESENT IN TERMS OF ANIMAL HUSBANDRY

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Anatolian enlightenment which was effective in a short time initiated by Mustafa Kemal Atatürk, had achieved significant gains raising armed intellectuals with national consciousness but not enough. By the year 1945, during the period of the only four-year Village institutions; 1,726 primary schools were opened; 2,757 teachers, 604 educators, 163 travelling principals and 265 mobile health officers had reached. Village İnstitutions, bought 37 trucks, produced electricity at 6 institutes, established workshops in 741 villages, constructed 993 teachers' houses and 406 district schools, build 100 km of roads and had made 700 by their own means. Village teachers who graduated from the institutes, had become a leading nationalist intellectuals as Atatürk's purpose. They took enlightenment and civilization to the villages which they went.

In this study, training programs of Village Institutes in Turkey were examined in terms of animal husbandry; the literature has reviewed on the subject and, data were collected through interviews with some people graduated Village Institutes. Present status of animal husbandry examined from this perspective and the current state of the education system and its effects on husbandry were evaluated.

It is reported, 80% of Turkey's population were in rural areas in the 1930s, animal husbandry production attempted in the harsh conditions of the period as well as in other areas. In the provision of productivity and self-sufficiency in rural areas through the educational system of the Institutes is a great contribution by providing to made agriculture and husbandry in a more conscious way and dissemination.

Due to 25% of the course of Institutes consists of practical agriculture and animal husbandry and learning by applying may be considered to be an important factor in productivity. Although we know the importance of rural structures especially in terms of organic animal husbandry, applications for personnel training informed on the subject can be said to be inadequate nowadays.

As a result, by education system of the Village Institutes was founded by the Law issued on April 17, 1940 a conscious cultivation, which is important in terms of gains and it must be said,present practice in the education system should be productive and practical.

Keywords: Education system, Animal husbandry, Village Institutes

THOUGHTS ON POVERTY AND QUALITY OF LIFE IN URBAN REGENERATION AREAS: SULUKULE EXAMPLE

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Poverty is one of the greatest components that give birth to the need of urban transformation. In our country as well, the transformation of urban spaces occur particularly in the poor neighborhoods. The main excuse that is used in these applications is "poor life standards" and "right to live in a humane way". However, the results of these applications show us that urban transformation in poor neighborhoods improves the quality of space, not the quality of life. This situation carries the process to another dimension. In the improvement of space, two situations occur: in the first occasion, poor people are forced to leave their houses with public enforcement to continue living in another area. In the second occasion: poor people cannot afford the changing area, and they either create new poor neighborhoods or get involved in the occurring poor neighborhoods. The result of both of these situations is the same: Poor people, after urban transformation, cannot live in their old neighborhood anymore and poverty sprawls through the city by moving and leaping itself to other places. This result decays the main claim and the goal of urban regeneration applications. The life quality of poor residents don't raise, on the contrarily their life quality is affected in a more negative way because of the displacement. Proteus is not only their habitat, but also their education and working life.
This study looks for a solution how poor people could remain in their places while the quality of life is improved in urban regeneration area. It goals to explain and analyse this solution through the Sulukule experinece that only experienced a few years ago.

Keywords: Urban regeneration, urban poverty, life quality

Paper ID: 0666

PITFALLS OF ANTI-NATIONALIST DISCOURSE

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In the presentation, I will take into consideration two questions: "to what extent is it correct so speak of a neo-racism?" and "how can we explain neo-racism". The question is forced upon us by current events in forms which differ to some degree from one country to another, but which suggest the existence of a trans national phenomenon. The question may, however, be understood in two senses. On the one hand, are we seeing a new historical upsurge of racist movements and policies which might be explained by a crisis conjuncture or by other causes? On the other hand, in its themes and its social significance, is what we are seeing only a new racism, irreducible to earlier 'models', or is it a mere tactical adaptation? I shall concern myself here primarily with this second aspect of the question. In this respect, I shall focus on racist question or neo-racism in France.

Keywords: Neo-racism, neo-liberalism, postmodernity

THE ANALYSIS OF BODY POLITICS IN CEM YILMAZ - FEZA AND EVREN IS BANK CREDIT ADVERTISEMENTS

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This project is based on the usage of body politics in advertisements. In this respect, the investigated advertisements are Cem Yılmaz Feza and Evren İş Bank Credit advertisements. Nowadays, the competition between banks, the variety of credits, interest rates led the advertisers to use body politics in their advertisements effectively and properly, in addition to this, it led to use satire and celebrities in order to make a contribution to the different features of the text. In this project, the important role of body politics for the success of an advertisement is going to be examined. Firstly, information is going to be given about social transformation, television advertisements and bank sector; creativity in advertisements, factors of difference and features of text linguistics are going to be explained. The usage of humour and satire and body politics are going to be analysed with the analysis of Cem Yılmaz Feza and Evren İş Bank Credit Advertisements giving information about the characteristics of humour and satire. The advertisement is going to be held upon semiology and cultural symbols as well. Advertisers prefer the usage of a celebrity in using humour feature. The reason of it and the effect of a celebrity on an advertisement and body politics are going to be analysed.

Keywords: Body Politics, Humour, Satire, Humour Feature

AN INTEGRATED DEA AND ANP APPROACH FOR THE SELECTION PROBLEMS

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Firms should make a selection among various alternatives under a large number of complex criteria in order to determine the best alternative. A robust MCDM (multi criteria decision making) method should consider the interactions among these criteria. In the literature many methods are combined for making efficient selections. In this paper the selection problem is solved with MCDM model that combines Analytical Network Process (ANP) which handles interdependent relationships among criteria by obtaining weights through a supermatrix and Data Envelopment Analysis (DEA) which is a non-parametric linear programming method capable of the efficiency evaluation of decision making units. In order to illustrate the efficiency and effectiveness of the combined method, a real case study is presented.

Keywords: Multi-criteria decision making (MCDM), selection problem, Analytic Network Process (ANP), Data Envelopment Anaysis (DEA)

CHALLENGE OF GREEN JOB

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Sustainability has a great importance for all national policies. Environmental degradation and climate change are increasing problems all around the world. Green growth policies are tackled for these problems. The concepts of the green economy and green jobs are relatively new. Defining green economy is challenging as green jobs definition. Also recently there is no consensus on the definitions. In the last International Conference of Labor Statisticians, a new and broad definition has been made. But US Bureau of Labor Statistics (BLS) has another definition. Defining is so important for making comparison and estimating the impacts of green jobs for labor market.

Many methodologies are used for assessing green job. There are many studies in different countries with different methods. Briefly, these methods are; inventories and surveys, employment factors, input-output analysis and social accounting matrices, and the last computable general equilibrium models and system dynamics.

This study's main aim is to make comparison between the definitions of green job by environmental job. Also it discussed what is needed to make assessment with data collection. Furthermore, giving details about country experiences for assessment was aimed. Also this will require green economy/jobs institutional framework of EU, ILO etc. Making an examination for green jobs with very few data of European Union and Turkey.

Keywords: green job, employment, green economy, assessment

Paper ID: 0671

EVALUATIONS ON THE PRINCIPLE OF THE SUBORDINATION OF PUBLIC ADMINISTRATION TO
THE LAW IN LIGHT OF LATEST LEGAL ARRANGEMENTS

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As generally stated in the theory of administrative law, it is necessary to balance the huge public power or public privilege of public administration with individual rights and freedoms or to curb or control it through some legal instruments. In Turkey where an administrative regime is established, the compliance of all acts and actions of the public administration to the law is controlled by administrative jurisdictions. Thus, it is necessary to execute the final judgements made by administrative jurisdictions for payment of an indemnity or cancellation, duly and in due time, according to the Article 138 of the Constitution and the mandatory Article 28 of the Code of Administrative Procedure with no. 2577. This is critical to the establishment of the principle of the subordination of public administration to the law. Accordingly, this paper aims to examine the latest arrangements in the Article 28 of the Law no. 2577 in February 2014 with a critical view with respect to the functions of administrative jurisdiction.

Keywords: Administrative, law, public

VIEW EXPROPRIATION PRACTICE IN TURKEY FROM DECISIONS OF THE EUROPEAN COURT OF HUMAN RIGHTS PERSPECTIVE

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Because of expropriation practises related property rights protected by European Convention on Human Rights, The European Court of Human Rights decides on expropriation practices of states that have accepted its jurisdiction. These decisions determine whether expropriation practises in Turkey are lawful. Furthermore the court advise legislator to adapt national legislation to the convention by the decisions. In recent years, a significant part of amendments in expropriation legislation in Turkey have made taking into account decisions of the European Court of Human Rights given against the state. Thus, can be said that decisions of the European Court of Human Rights to affect expropriation legislation and practises in my country.

The best part of applications from Turkey to the court are related to compensation of expropriation. Such matters as non-payment of compensation for expropriation, slow of payment, monetary depreciation owing to inflatory effect, are noteworthy in these applications. Furthermore there are matters related de facto expropriations in these applications too. In the best part of these applications, the applicants do not oppose expropriation act, but they are interested in only amount of compensation for expropriation. This means that, the court's verdicts are related to the compensation for expropriation mostly. And actual date of payment becomes important in cases relating to monetary depreciation.

Keywords: expropriation, compensation for expropriation, judicial review, European Court of Human Rights

ARCHAEOLOGY AS A SCIENCE: SOCIAL-TECHNICAL APPROACH

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Archaeology as a general means can be defined as the study of the human past from material remains. This science is seeking answers to some of the fundamental questions about the history of humankind. The aim of the archaeology is the understanding of the past. We can hope to grasp a network of villages, cities and states, societies, beliefs and traditions. The archaeological finds are the objects which ansvering questions about our origins. All these material can not tell us directly what to think. Archaeologists have to make sense of these things. The traditional image of archaeology as excavation had to be revised. At the beginning of the 21st century, discoveries and new technologies are allowing us to see the human past in detail ever before. Archaeologists collects evidence, interpret the data, compare the similarities or differences, formulate a hypothesis and then draw the conclusion from the research. By studying Prehistorical and Protohistorical periods, we gain a richer understanding of the diversity of human experience in long-term perspective. The technical methods of archaeological science are large-scale spectrum. Used of new technologies are important for Archaeologists. The aim of the presentation is to focus on the development in Archaeological methods and interpretations.

Keywords: Archaeology, Excavations, Protohistory

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ASSESSMENT OF PEER MEDIATION PROCESS FROM PEER MEDIATORS POINT OF VIEWS

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The purpose of this study was to analyze peer mediation process that was applied in a high school on peer mediators' point of views.

Peer mediation is typically used in the reduction and prevention of violence in schools. Peer mediation is a model that provides students to solve their conflict without resorting it to violence. In this process, a peer mediator who is trained in peer mediation helps interfering parties to understand and listen each other. Peer mediation is a process which makes easy for those who have a conflict to negotiate it.

This research was carried out in a high school in the center of the province of Denizli. 2010-2011 academic year. After 10 sessions of training in peer mediation, peer mediators mediated peers' real conflicts. In the research, with 23 (12 girls, 11 boys) peer mediators who helped conflicting students at least once. Through semi-structured interviews with peer mediators, the mediation process has been evaluated through the point of views of students. Verbal data obtained from interviews were analyzed using the content analysis. According to the results from the analysis of interviews, all peer mediators stated that they had been glad to mediation process. Finally, when peer mediators' opinions and experiences about peer mediation analyzed, they were satisfied with the process, satisfaction obtained, they helped to their friends to resolve conflicts constructively and peacefully. All of these results are also can be said that peer mediation is an effective method of resolving student conflicts constructively.

Keywords: Peer mediation, conflicting part, mediation process, high school students, peer mediator

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RESEARCHING TEACHERS' PERCEPTIONS RELATED TO THEIR PSYCHOLOGICAL CAPITAL

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The field of education which is one of the most important areas of our developing country,needs to be developed and renewed both technologically and organizational side.Scientists, from all over the world, have become pioneers in the field of education with their new, developing and renewing knowledge. One of the famous scientists, Luthans has come up with an idea named 'Psychological Capital'.This subject has become one of the most important subject which has been searched for more than thirteen years in the education world. As it is known,the most important component in education is teacher and one of the factors that influence the teachers' guality of work is their psychological capital. Psychological capital indicates that if a man's psychology is directed in a positive way he can manage lots of things and when he comes across with a difficulty, he can handle it easily. The aim of this research is to develop a scale that measures the psychological capitals of the teachers and to demonstrate their psychological capital perceptions. This research is a descriptive research. The sample of the research is constituted by surveying 350 teachers. The samples were chosen randomly. In order to develop the scale exploratory factor analysis and confirmatory factor analysis was done. In consequence of this research the perception psychological capital of the teachers were specified. After that the results were argued within the frame of related subject.

Keywords: Optimism,self efficacy,resiliency,hope

A CONSIDERATION ON SCULPTURES IN THE PUBLIC SPHERE IN THE 80'S TURKEY

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In Habermas's view, public sphere defines a part of the communal living and being open to the all citizens is the most important feature of it. Habermas indicates that public sphere must be indipendent from state power and orders, considering puplic sphere was establihed against to them, as well as being independet from the domination of the capital and profit motive and it must be in the face of opposition from the capital as designing a publicity understanding which is free of all kind of interest and opened to everyone. But today we see that what we called "public sphere" is not a sphere of the community.

The idea of September 12 Military Coup was Kemalism. After the military Coup, Ataturk Monument glut was started just as the early years of The Republic.There was a boom in this monuments because 1981 is 100th birth anniversary of Mustafa Kemal. In 80's, besides monuments, sculptures was took place in public sphere. Especially, symbols of cities or districts which was made by municipalities was took place in public sphere. But in this term, besides the sculptures that were displaced by the government, some sculptures were damaged by some groups.

As a result we see that what we called "art in public sphere" can not be made as public's or artist's will, it only can be made in the scop of the state's view. In the present case, "public sphere" or "art in the public sphere" definitons are turning into problematic.

Keywords: sculpture in the public sphere, Turkey in the 80's, monuments of Ataturk

Paper ID: 0681

THE AIM OF THIS STUDY COMPARING THE RELATIONSHIPS BETWEEN PARENT PERSON AND LIFE SATISFACTION

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In psychological counseling perspective cultural bonds, family and parent attitudes has wide and important role to know and approach to a person. Parents are one of the most effective factors in our life. Since the day we born, their personalities, attitudes and behaviors were our first idol. Since childhood to present parents were the trainers and the advisors for many decision points and conflict resolutions. They were our first teachers and first role models. We were like clay and they shaped us. Even in bad or good way we learned how to behave and how to react to cases and exceptions.
Considering the family perceptive is also one of the key to understand a child or a person. In similar or contrast way parent attitudes figured and developed our life line, life perspective and life satisfaction.
The aim of this study is comparing the relationships between Parent Person and Life Satisfaction. Perceptive of Parent Scale, Life Satisfaction Scale and Self Efficacy scale were used to examine the relationship.
The results of study showed that there was a significant relationship between perceptive of parent and life satisfaction and also there was a significant relationship between perceptive of parent and self efficacy. There wasn't significant relationship between life satisfaction and self efficacy.

Keywords: Perceptive of parent, life satisfaction, self efficacy

A STUDY ON SPEECH ANXIETY OF TURKISH PROSPECTIVE TEACHERS

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Language skills go into two divisions as perceptive (reading, listening) and productive (speaking, writing). As a productive skill; speaking is the transmission of emotions, ideas, dreams, views, information, events, impressions, experiences, wishes, requests, advices; the things to be heard, seen and observed etc. everything to be expressed to the other side via speech, which is the first skill that human being gain after being born.

It is an undeniable fact that human being can be successful in occupation, education, commerce and private life through making healthy communication. The device of a healthy communication is effective speaking and being understandable. Speaking which corresponds to history of humanity has not lost anything of its value as a communication device for ages. Especially in democratic societies, it has gradually increased its significance as an indispensable individual right in relationships among people. When talking about speaking and its importance, another important thing for our time is effective speaking. The place to learn elocution and effective communication is educational institutions.

When the child starts the school, she/he brings language habits gained from the family and social environment. Some of the language habits in question are random. The places which help the children gain true, fine and effective speaking and guide them are undoubtedly schools and more than that are native language teachers.

When mentioned about native language teachers in Turkey, Turkish teachers come to mind. Turkish teachers are assigned among the ones who receive education for four years in Turkish departments of education from faculties of education and graduate. Turkish teachers, who receive various lectures pertaining to main language skills (listening, speaking, reading and writing) during their education, are accepted as competent and sufficient in their own fields when they are assigned.

Speech anxiety is more or less an important problem every individual undergoes. It is possible to overcome this only by various theoretic and practical training. When taking that into consideration, the Turkish Prospective teachers who receive various lectures (verbal expression, speaking training, application of teaching etc.) about speaking skill and speaking training during four years are expected to reduce the speech anxiety to the lowest level.

This study intends to bring up at which level the speech anxiety of the prospective teachers who receive education in departments of Turkish teaching for four years is.

Keywords: Speech, speech anxiety, speech training, Turkish prospective teachers

THE RELATIONSHIP BETWEEN PERCEPTION OF CORPORATE SOCIAL RESPONSIBILITY AND ORGANIZATIONAL COMMITMENT: A RESEARCH ON BANKING SECTOR

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Research on corporate social responsibility majorly investigates its effects on financial performance or consumers' behaviour. Relatively few studies have focused employee's attitudes towards corporate social responsibility. This study adresses this gap by analysing the relationship between perception of corporate social responsibilty and organizational commitment.

Corporate social responsibilty requires a firm to behave "responsible" to all internal and external interest groups . Accordingly, corporate social responsibility is to ensure the development of all segments of society while performing their own purposes. Organizational commitment can be defined as "employees' desire to remain within the organization and commitment to organizational goals and values". Corporate social responsibility perceptions of employees as the most important shareholder can be accepted as an important factor that formalises their behaviors within organization.

The survey was carried out with 193 employees working in a public deposit bank, a private deposit bank and a foreign deposit bank. The research results were evaluated by frequency analysis, the Spearman Correlation analysis and Kruskal-Wallis H test, using SPSS 15.0 software. The results of the survey indicated a statistically significant relationship between perception of corporate social responsibility and organizational commitment. When a comparision was made between the banks, the most powerful impact of employee perception of corporate social responsibility on organizational commitment was found in the foreign deposit bank, while the public deposit bank has the weakest impact.

Keywords: Corporate Social Responsibility, Organizational Commitment, Perception

THE FINANCIAL POLICIES APPLIED AND THE FINANCIAL CRISES EXPERIENCED IN TURKEY
AFTER 1980: THE TRANSITION OF FINANCIAL STRUCTURE

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The process of liberalization after 1980s affects the changes of Turkey's financial structure. This change is explained through Turkey.
The fragility of the financial structure of Turkey affects the financial instruments in a negative manner. Thus, this situation rendered it compulsory to experience numerous financial crisis in Turkey's economy.
The fiscal measures have deepened the crisis. According to changes, significant changes have been observed in fiscal policies when it is addressed in terms of financial liberalization and legal regulations.

Keywords: Liberalization, Financial Structure, Transformation, Crisis, State

Paper ID: 0687

DEVELOPING "THE SCALE OF THE STYLE OF USING ENGLISH ON THE NET"

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Since languages are products of society, and societies always change, all the languages around the world constantly change, as well. Provided that a language is under the influence of other languages, it may change. New communication symbols, usage patterns, jargons, and communication codes emerging on the net might affect the structures, and operations of the languages. Due to the fact that the dominant language on the net is English, the problem of using Turkish characters is sometimes experienced. The characters of ç, ğ, ı, ö, ş and ü are not used at websites. Turkish is having a change today because of the English dominance on the net. Many words formed of the mixture of Turkish and English are present while using Turkish on the net. The abbreviations of the words used on the net are indicators of a birth of a Turkish special for internet.

The study was conducted with 800 students of Trakya University's 2 Faculties in 2013-2014 spring semester. "The scale of the style of using Turkish on the net", prepared by the researcher, has been used as a means of data collection. The scale consists of 29 questions. Varimax rotated factor analysis has been used as scale development statistics to ascertain sub-dimensions. For each sub-dimension internal consistency has been determined by item-total correlation coefficient and item-remainder correlation coefficient. Similarly, t-test has been applied between up and sub quarters to ascertain the power of discrimination. Cronbach and rulon coefficient for scale and sub-dimensions have been calculated to determine the reliability.

Keywords: Using Language On The Net, Internet Language, Spoiling Of The Language, Developing Scale, Validity, Reliability

ENVIRONMENTAL TAXES: IS IT THE SENSITIVITY OF ENVIRONMENT OR PROVIDING INCOME?

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The discoveries seen in the last quarter of human history, the colony movements, the use of machinery power and efforts to industralization brought about fundamental changes in economical and social life. In line with this, new methods and theories have emerged and still arise in the practice of economy with the purpose of increasing production and thus consumption directly.

The rise in population, density in cities, rise in consumption and production depending on this, the changes and improvements in economical and social life led to a number of economical problems. These events, which caused the threat of air, water, soil, vegetation and even human health as a result of such problems have drawn the attention of international organizations, public authorities, non-governmental and think-thank organizations.

The pulic authority is of the power of affecting economy by means of income and outcomes as well as the activities of controlling, organization and inspection which it already holds. In order to prevent or minimize the negative extraction stemming from production and consumption of individuals and firms, the government is committed to carry out its tasks. The government has the power of preventing or at least minimizing detrimental activities to environment and human health by means of taxes, one of the most significant sources of the government. The authority of the state can positively contribute to the environment and human health or facilitating the process by providing tax incentives to the activies of positive extractions and levying on new taxes or increasing current tax rates to the activities of negative extractions.

Keywords: environmental taxes, public finance, the sensitivity of environment

Paper ID: 0689

THE ATTITUDES OF TEACHER CANDIDATES TOWARDS CHILD RIGHTS

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Child has become a subject of research at every period of history. Child rights is a universal
concept that is used to define all rights such as education, health, sheltering, protection against
physical, psychological, or sexual exploitation, and growing up healthy which whole children
have from birth legally or morally. Child rights are a topic that must be dealt with in the concept
of human rights.
The international document about child rights today is "The Convention on the rights of the
children" which was accepted by United Nations on 20th November 1989, and approved by 193
countries. 20 November has been declared as "Universal Children's Day", and has been
celebrated as "World Children Rights Day". This convention nearly accepted by all countries
worldwide was signed by Turkish Republic in 1990, and went in effect in 1995.
The population of the study consists of Trakya University Faculty of Education students. All
students at the 1st and 4th grade of Classroom Teaching Department have been included in the
research, and application has been realized with 215 students. The main aim of the study is to
determine the level of the attitude of teacher candidates towards child rights, and specify the
amount and direction of change at the attitude of teacher candidates towards child rights with
the educations provided at T. U. Faculty of Education Classroom Teaching Department.
In addition to this general aim, it is also aimed to designate whether the attitudes of teacher
candidates towards child rights vary depending on variables such as age, gender, and success
levels.
Data collection tools are demographical information questionnaire developed by the researcher,
and "Attitude Scale about child rights" consisting of 22 items and developed by Prof. Yasemin
Karaman Kepenekci. "t test", "variance analysis" and "LSD tests" have been used at the analysis of
the data.

Keywords: Child rights, Classroom Teacher, Teacher Candidate, Student, Education

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FOREIGN INHABITANTS' PERCEPTION OF TURKEY: ALANYA CASE

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Easy and rapid circulation of capital, goods, services, know-how, labor and culture within different regions of the world is the basic characteristic of globalization. Impacts of globalization process are perceived all over the world, causing significant socio-cultural, economic, environmental and technological changes throughout the world. Direct or indirect effects of globalization process spread in waves all across the world reach more countries day by day, so both the mobility of man and the number of countries receiving or sending migrants increased. As a result of increased mobility and changes in perception of old age and retirement in the society, retirement migration movement emerged and it is now accepted as a type of migration by experts in literature. Having been observed in the local level firstly in Europe in the 1960s, it has broadened its scope to international level in time. Since then it has attracted attention in Europe and in Turkey as well.

As in all migration movements, international retirement migration effects and changes the attitudes, perceptions, opinions, feelings, and behaviors of people in receiving or sending countries. The mentioned change and interaction can occur either positively or negatively. International retirement migration is a new experiment field in Turkey. Turkey perceived as a migrant sender country for decades but it has changed as it becomes international retirement migration receiver country. Turkey is popular tourism destination for international retirement emigrants. Retirement migration is closely linked to touristic experiences' of these people and Turkey is popular touristic destination of European tourists. Especially touristic towns such as Side, Alanya, Bodrum, Didim, Fethiye and Kuşadası received many retired migrants.

This study mainly aims to analyze how Turkey is perceived by foreign inhabitants in Alanya. As a country continuing negotiations for EU membership, the perception of itself in Europe plays a key role in this process. In order to manage country perception, it is therefore crucial to measure it precisely and successfully. In this study quantitative method was applied and the data was collected through questionnaires.

Keywords: Country perception, retirement migration, foreign inhabitants, Turkey, Alanya

Paper ID: 0691

THE DESIGN OF THE VISUAL COMMUNICATION MEDIUMS, MOVIE POSTERS: SEMIOTIC ANALYSES OF THE POSTERS OF THE FIRST 3 FILMS MOSTLY WATCHED IN THE TURKISH CINEMA

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A poster, which is one of the important elements of graphic arts, is a powerful visual communication medium. Technological developments and the innovations in printing techniques have been effective on the role and importance of artistic elements in poster design. In this context, poster design has gained importance in terms of the Arts-based communication. Movies require posters in terms of providing preliminary information and tips/hints about the content of the movie. In this study, the conceptual frame has been fulfilled by reviewing the index and the contents including the involved scientific journals, and in the application/ practice section, on the other hand, the posters of the first three mostly watched movies in the Turkish Cinema, 'Recep İvedik 4, Düğün Dernek (Merry-making) and Fetih 1453 (Conquest-1453)', have been analyzed in terms of graphics through the interpretational methods of semiotics. As the result of the analysis, results and suggestions regarding the semiotic interpretations in the movie posters that are the visual communication mediums have been presented.

Keywords: Poster, Turkish Cinema, Graphic Design, Semiotics

Paper ID: 0694

ADAPTATION OF THE WORK VOLITION SCALE-STUDENT VERSION (WVS-SV) TO TURKISH: A VALIDITY AND RELIABILITY STUDY

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The purpose of the study was to adapt Work Volition Scale-Student Version (WVS-VS) developed by Duffy et al. (2012) into Turkish. Data was gathered from 362 university students (99 [27.3%] female, 263 [72.7%] male). In the study difference of the 27% lower-upper group means based item analysis, explanatory factor analysis and confirmatory factor analysis were used, and internal consistency coefficient was calculated. As a result of the item analysis all items, except item no.2, were functioning very well. It was seen that t-values varied between -7.30 and -16.68 and had a statistically significant level of discrimination (p<.01). Kaiser-Meyer-Olkin sample criteria (KMO=.875), Bartlett test criteria (Chi-Square=2230.959, df=120, p=.000) and factor loadings (.382≤ r ≤.825) were considered within the scope of the Exploratory Factor Analysis (EFA). Standardized lambda (.36≤ λ ≤.84), R2 values (.13≤ R2 ≤.70) and t values (6.56≤ t ≤18.52; p<.01) were assessed together with various fit indexes (RMSEA=.06; CI%90=.05-.07; SRMR=.05; CFI=.96; NFI=.94; NNFI=.94; GFI=.92). The results of the Confirmatory Factor Analysis (CFA) revealed that the Turkish adaptation of the original scale has 16 items under two sub-scales (volition, constraints). Reliability analyses showed that the internal consistency coefficient (Cronbach's alpha) of the scale was .86, the Volition sub-scale was .84 and the Constraints sub-scale was .85. Findings related to psychometric properties of the scale demonstrated that Turkish version of the WVS-SV is a valid and reliable measurement tool that could be used on university students.

Keywords: Work volition, university students, validity, reliability

Paper ID: 0698

EMOTIONAL INTELLIGENCE AND LIFE SATISFACTION OF ACADEMICS: A COMPARISON IN TERMS OF THE GENDER AND GENERATION GAP

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The essence of the study: This study aimed to identify the differences in sub-dimensions of emotional intelligence and life satisfaction of academics in Turkey in terms of their gender and generation gap.

Method: A total of 150 people including 70 women (46.7%) and 80 males (53.3%) participated in the study. 83 of the participants (55.3%) are over the age of 35, (Generation X), and 67 (44.7%) are under the age of 35 (Generation Y). Data were collected by means of using Bar-On Emotional Quotient Inventory (Bar-On, 1997) and The Life Satisfaction Scale (Diener et al., 1985).

Findings and Conclusions: In terms of X and Y generations, academics differed in the independence, self-actualization and assertiveness competencies of emotional intelligence (respectively $F_{1-146} = 2.14$, $p < .05$, $F_{1-146} = 7.93$, $p < .05$ and $F_{1-146} = 3.66$, $p < .05$). According to their gender, the differences among academics regarding the sub-dimensions of stress tolerance, empathy and flexibility of emotional intelligence are also meaningful (respectively $F_{1-146} = 4.15$, $p < .05$, $F_{1-146} = 9.14$, $p < .05$ and $F_{1-146} = 8.46$, $p < .05$). Women academics in X and Y generation differ in the independence, self-actualization, emotional self-awareness and reality-testing dimensions of emotional intelligence (respectively $F_{1-68} = 10.46$, $p < .05$, $F_{1-68} = 5.68$; $p < .05$, $F_{1-68} = 4.10$, $p < .05$ and $F_{1-68} = 4.66$, $p < .05$), and men academics in the X and Y generations differentiate in independence and self-actualization (respectively $F_{1-78} = 5.23$, $p < .05$ and $F_{1-78} = 3.42$, $p < .05$). According to the results based on discriminant analysis, it was determined that while the emotional intelligence dimensions that discriminate the X generation are flexibility, empathy, reality-testing and emotional self-awareness, the variables that discriminate Generation Y are assertiveness, emotional self-awareness, flexibility, social responsibility and interpersonal relationships.

The study presented not only analyzes the differences, regarding the emotional intelligence dimensions and life satisfaction, caused by gender and generation (X or Y) that one is in but also makes a significant contribution to the field by offering fore-ground evaluations regarding these differences

Keywords: Generation X, generation Y, gender, emotional intelligence, life satisfaction

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JOB INVOLVEMENT AND PERSONALITY TRAITS: A STUDY ON THE TOURISM SECTOR

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The essence of the study: This study aimed to identify the differences among personality traits of the employees working in different service areas in the field of tourism in Turkey depending on their level of job involvement.

Method: A total of 175 tourism staff of whom 84 (48%) women and 91 (52%) men participated in the study. 61 participants (34.9%) are employed in "office services" (front office, accounting, personnel, marketing, sales and purchase); 59 participants (33.7%) work in "food and beverage services" (kitchen, bar and service); and the other 55 participants (31.4%) are employed in "cleaning, technical and other services". The data were collected by means of Job Involvement Scale (Warr et al.1979), The Big Five Factor Personality Inventory (Benet-Martinez and John, 1998), the Beck Hopelessness Scale (Beck et al., 1974) and the Life Satisfaction Scale (Diener et al.,1985).

Findings and Conclusions: The differences among male and female workers are meaningful in terms of agreeableness and conscientiousness personality dimensions and loss of motivation and hope which are the sub-dimensions of helplessness (respectively $F_{1-171} = 9.11$, $p<.05$; $F_{1-171} = 3.86$, $p<.05$; $F_{1-171} = 3.14$; $p<.05$, and $F_{1-171} = 2.86$; $p<.05$). It was determined that employees with high and low job involvement levels differed in terms of agreeableness personality dimension ($F_{1-169} = 13.11$, $p<.05$), loss of motivation ($F_{1-169} = 3.10$, $p<.05$) and life satisfaction characteristics ($F_{1-169} = 6.74$, $p<.05$). In terms of the field studied, differences among the groups are sinificant regarding agreeableness personality dimension ($F_{1-169} = 3.74$, $p<.05$) and life satisfaction characteristics ($F_{1-169} = 3.98$, $p<.05$). According to regression analysis, conscientiousness personality dimension with its trait of hopelessness regression the low level job involvement dimension; and self-discipline personality trait and hopelessness have an regression on the high level job involvement dimension. According to the results of discriminant analysis, personality traits of hopelessness, agreeableness, life satisfaction, loss of motivation, openness to experience, extraversion and conscientiousness are the discriminate variables that low and high job involvement differentiate groups.

This study examines the differences among personality traits of employees working in the tourism sector in detail in terms of their level of job involvement and offers a comprehensive analysis and perspective on the causes of these differences.

Keywords: Job involvement, personality, hopelessness, life satisfaction

Paper ID: 0700

GOVERNANCE AND APPLICABILTY IN TURKISH PUBLIC ADMINISTRATION

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The term "governance", bath public sector and private sector termi wich has become widespread in public sector rogers the regulations that determine how public decisions are mode concerning actors, problems and time changed, politics are spotted and public actions are run.

The main goal of govarnance is to create the assurances which maket he objectives easy to reach. The reach the objective, the organization mus be managed, contralled and accountable to aganist it's sharer via an auditor who is delegated in the name of the sharers.

As opposed to the Conventional Administration, based on tough centralised structure of the state, New Public Administration approach is considered as an alternative; however when that too becomes insufficient, governance is a primary resort. Governance is a multi dimensional and complex process that is based on participation of citizens and valuing transparency, openness, responsibility and legitimacy.

The main purpose of this research is tos um up how the term "governance" reveal, its development process and its main specigications, furthermore to determine whather it is applicable concerning the changes in Turkish Public Administration or not.

İn this research the relationship between Turkish Public Administration and governance and the first steps to governance in Turkey will be discussed, then the good governance elements which are caused by the reconstraction period and legal regulations.

During this review after explication of the emergence of the concept, development process, meaning and then examines the principles, impacts of the concept on the Turkish Government, the level of applicability will be discussed.

Keywords: Public Administration, Governance, Private Sector, Government, Non- Govermental Organizations

Paper ID: 0701

READING A PAINTING

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One of the criteria used to group and distinguish people is "gender". Name, occupation, hair style, clothing, attitudes and behaviors are the indicators of "gender", which categorizes all the people in the world as "male" and "female. Although their relationships and social status have changed according to changing life and social conditions, patriarchal social structure still prevails in some parts of the world even today.

Each artist is a part of the society he lives in. Thus, he reflects the value of the society in his works. Sometime he may create works conflicting with these values. Therefore, his works might provide insights about gender roles in the society. This study aims at how an artist strengthens the image of "woman" through women-specific products and what kind of perception he presents towards this image since works of art are present in everyday life and bear certain meanings.

In short, each work of art can be read like written texts. The current study is about examining the point of view towards a woman drawn in a particular painting. For this purpose, mutual conflicts, first of all, will be established based on the indicators and later the knowledge presented to us regarding cultural codes will be determined.

The research methodology will be based on semiological analysis. Therefore, the components of the work will be determined first, and then the indicators (light, color, composition etc.) will be analyzed since they play significant roles in creating the meaning.

Keywords: Art, Semiotic, Semiological analysis

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COMPARATIVE ANALYSIS OF SUCCESFULL UNIVERSITIES IN TERMS OF FINANCIAL, ADMINISTRATIVE AND ACADEMIC INSTRUMENTS ACROSS THE WORLD

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Problem Statement
In recent years, significant changes have been taking in the arena of higher education.In higher education both national and international level, to attract better students and academic staff, to obtain more funds and for more recognition competition is increasing each passing day. Approximately a quarter century, the universities are listed and mostly classified by different national and international people, institutions and organizations. A growing interest in the evaluation of higher education in the academic world and its components, and information technology developments have been effective in increasing the interest in rankings and attentions to the rankings. These are the rankings that are used in assessing the performance of higher education institutions, the complex structure of higher education is a simple way to contribute to the evaluation and transparency in higher education purposes.
University rankings concern and target to students and their families, higher education institutions, governments, funding agencies and like many stakeholder groups. In addition, rankings are made to assist students and their families in choosing the university and department, to increase competition between universities, give employers an idea for employment, for research funding agencies that provide help in effective utilization of resources, for the rulers and the society in order to inform about the performance of universities.
In this study, in the worldwide and in Turkey, according to various rankings, the first three universities from every continent are examined and compared in terms of administrative, academic and financial structures.
Purpose of Study
In this study, it is aimed to be determined what are the similarities and differences of the universities' administrative, academic and financial structures which are described as successful and which parameters are based on the rankings by introducing different ranking models that has been practiced in Turkey and in the world.
Method
In this research as a descriptive study, according to ranking models applied in the world and in Turkey, in terms of administrative, academic and financial structures of the most successful three universities of each continents are being examined and compared. Scanning method and document analysis technique are used in this study.
Conclusions and Recommendations
Research is still in progress, so findings, conclusions and recommendations will be included in part of the full text.

Keywords: University, university rankings, parameters of successes in colleges, management indicators, academic indicators, financial indicators

IMPORTANCE AND DIMENSIONS OF TURKISH-RUSSIAN COOPERATION IN THE LIGHT OF THE
INCREASING IMPORTANCE OF THE BLACK SEA

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The Black Sea region is increasingly becoming a priority on the international agenda since the collapse of Soviet Union and became more globalized. Countries worked through multilateral organizations and created a system of regional interdependence to diffuse potential post-Cold War crises. Turkey emphasized its role as a stabilizer in the Black Sea, and Russia emphasized its ability to provide natural gas for all. Russia's and Turkey's sine qua is the Black Sea which they have common borders, and direct land, air and maritime connection. Black Sea also is the only sea that American ships cannot enter freely. Western literature is largely focused on to positions, namely undeclared agreement to maintain the status quo between Turkey and Russia and the dominance of Turkey in the Straits and generally comment that the struggle over the Montreux Treaty's provisions brings Russia and Turkey together against Washington, as both of them resist further American presence in the Black Sea. In the past and present in spite of many problems between Turkey and Russia, there is an effort to deepen the relations and cooperations. In the circumstance of West imposed various sanctions on Russia and Turkey has been pressing him to join the sanction because of the Ukraine crisis, Turkey-Russia high level dialoguees have not disrupted. The purpose of this study, with the thesis on Turkey and Russia began to establish more dominance in the Black Sea region in recent years, to try answer the question of how the regional crises can be converted into opprtunities with the two countries constructive colloboration.

Keywords: Black Sea, Montreux Treaty, Turkey Russia, cooperation

Paper ID: 0708

THE RELATIONSHIP BETWEEN ATTITUDES TO ECOLOGICAL DILEMMAS, ATTITUDES TO ANIMAL RIGHTS, SOCIAL DOMINANCE ORIENTATION, RIGHT-WING AUTHORITARIANISM AND VALUES

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The main purpose of this study is to determine the relationship between attitudes to ecological dilemmas, attitudes to animal rights, social dominance orientation, right-wing authoritarianism and values. Another purpose of the study is to investigate whether attitudes to ecological dilemmas and attitudes to animal rights are predicted by other variables of the study or not.
A total of 398 university students (192 female, 206 male) were participated in the study. The material set included Portre Values Questionnaire (Schwartz, 1992), Right-wing Authoritarianism Scale (Altemeyer,1996), Attitudes to Ecological Dilemmas Scale (Yalçın, 2009), Social Dominance Orientation Scale (Sidanius ve Pratto, 1999), and Attitudes to Animal Rights Scale.
The results revealed that the only significant demographical variables predicting attitudes to ecological dilemmas were gender and political orientation. It is also investigated that support for group-based dominance hierarchies, animal rights and universalism are the other variables predicting attitudes to ecological dilemmas. Furthermore, it is demonstrated that gender, political orientation and socio-economic status are the significant demographical variables predicting attitudes to animal rights. The results also showed that attitudes to animal rights was negatively predicted by opposition to equality and support for group-based dominance hierarchies and was positively predicted by power.

Keywords: ecological dilemmas, animal rights, social dominance orientation, right-wing authoritarianism and values

SELECTION OF PRESCHOOL USING MULTI-CRITERIA DECISION MAKING TOOLS

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Preschools are important educational establishments offering suitable formal and informal education environments and programs to young learners between the ages of two to six. These institutions contribute children's all developmental areas like mental, physical, emotional, social, behavioral etc. It is widely accepted that the preschool education is the most crucial stage in one's life. The quality of the preschool selected affects the level of the benefit a child will get. This study addresses the preschool selection problem faced by almost all parents. In fact, it is a difficult decision problem since many factors influence parents to decide which preschool is the best for their child. In this study, we first identified the most important criteria taken into account by parents while selecting a preschool using a panel of parents. We also received input from several preschool's managers. Then we used Analytical Hierarchy Process (AHP) and The Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS) as multi-criteria decision making tools to rank the candidate preschools. To the authors' best knowledge, this study is one of the pioneering interdisciplinary studies for the preschool selection problem.

Keywords: Preschool, Early childhood education, Multi-criteria decision making, AHP, TOPSIS

BALKAN AND BALKANIZATION

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It is scholarly obvious that to study political and social subjects in a given period and for the place is correlated with the areas of the different disciplines. In this sense, when the subject of the study has been connected to the contemporary condition and ill fame of the Southern part of the Europe, the scope of the study has to include further interrelated topics and areas. I think and decided that it must be understood for comprehending and evaluating the current situation firstly the historical, cultural, geographical and religious features of the ground in where the interactions have taken place between communities have to been worked on. In our study, the peculiar characters of the Region, which is the one of the most volatile areas of the World to strength the reality and the accuracy of our decision regarded the starting point of the study mentioned above, have been effective on over the political developments and the flow of the events in the region during the history. Moreover, again because of those features of the region, the term Balkan and Balkanization were invented by Europeans.

The Balkans has been influenced by many different political and cultural powers throughout history, many of which have impacted the demographics, culture social life and even the name of the peninsula. This study will describe some of those factors that have been effective on the cultural, social, demographic and religious formation of the region and try to explain the stance of the Europe towards Balkans and its population. In this perspective we will firstly try to account on the development of the terms "Balkan" and "Balkanization" and the reasons behind them and later we will focus on the factors that contributed to the emergence of the two negative term, Balkan and Balkanization.

Keywords: Balkan, Europe, Rome Empire, Ottoman Empire

PARENTAL CONDITIONAL REGARD AND PERFECTIONISM ON ADOLESCENCE

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Parental conditional regard is one of the unfavorable parental attitudes which results in children's having psychological dysfunction in their lives. Parental conditional regard can be defined as a socializing practice in which parents show appreciation contingent on the child's display of parentally desired behaviors. When children behave according to parental expectations, they get more appreciation. When children do not behave according to parental expectations, they lose esteem and feel ignored. It will be seen that the children always try to behave according to their parents' expectations not to lose their affection and this will cause perfectionism which means striving for exceedingly high standards by concerns about negative evaluations by others. Perfectionism is a personality trait which includes irrational importance on the attainment of impossibly high standards, overgeneralization of failures and engagement in all or none thinking. The aim of the present study is to examine the relationship between parental conditional regard and perfectionism. The participants were totally 300 university students from the faculty of Education, Engineering, Arts and Sciences and Economics and Administrative Sciences of Uludag University. For data collection Parental Conditional Regard Scale and Multidimensional Perfectionism Scale were used. Following the calculation of the Pearson correlation coefficients among the scores, a significant and positive relationship between parental conditional regard scores and perfectionism scores were found. Regression analysis was employed to see if parental conditional regard predicts perfectionism and it was found that parental conditional regard is the predictor of perfectionism.

Keywords: Parental Conditional Regard, Perfectionism, Adolescence

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ORNAMENT TO MANUSCRIPT FROM PAGE

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Place of book in the Turkish-Islam culture and main reason of its holiness are connected with the Koran which first main source of the religion. Even starting point of transformation of writing to the art is same. By depending on improvement of the writing, it may be handled adding of the ornament to the book pages and its forms and styles within the centuries in the change concept which is already available in the nature of the time. Other than the decoration in the book ornamentation, the conception which targets more large societies by going out of pages and aiming richer places and objects had carried inspiration taken from books to new grounds with natural changes.

As known, the Turkish ornamentation arts experienced a process for applying on bigger manuscripts from books. Similarly, ornament and writing effused from book pages had taken place with materials in architecture, wood, plaster, etc. The writing and decoration had been carried to more forefront and attractive places in order to decorate big areas and to give message with their contents. Each different material had also brought along technical and style changes and also had founded new art areas which we evaluate within the tradition today.

Apart from the fact that impact of the illumination to other areas entered to our tradition by starting from books, it is required to determine the changes which may be followed during transmission of the adventure which starting with paper and book to bigger size paper and manuscript.

Of course, there are projection and basic rules of this change in ancient book arts. These changes to be handled in terms of size, material, colour, cuttling and proportion will be evaluated from the points of original characteristics of our ornamentation arts.

Keywords: Page,manuscript, illumination, calligraphy,framed inscription, baroque

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RECENT DEVELOPMENTS IN PUBLIC FINANCE SINCE 2008-2009 GLOBAL CRISIS

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2007/2008 global crisis has put into agenda a basic debate in the field of public finance related to state intervention. The crisis shows the narrowness and inadequacy of current mainstream and neoclasical approaches related to subjects such as the specific forms of state intervention during the crisis and its origins and causes. None of these approaches bring state intervention into the discipline of public finance as an economic and social reality. Although they provide some insightful discussions on the financial crisis, they remain essentially descriptive.
New developments after the global crisis revealed spectacular alternative views by reinterpreting the forms of state intervention in economic theory as well as its applications in specific countries. In this views the state and its policies are determinated and transfromed socially, politically and historically. In this, we need to know more about the dynamics of of capitalist systems, economic institutions and patterns of production relations in every conjuncture of economic history as well as the operation of financial systems.
This paper argues that the field of public finance is socially determined as any other scientific practice. Therefore, the paper presents a new way of thinking in the area of economics and public finance in light of the continuing crisis. Following the recent discussions in theory and its applications, this paper treats state intervention as both a "symptom" and "cause" of critical changes in the economy and society.

Keywords: Public Finance, State intervention, Economic Crisis

EVALUATION OF THE STRATEGIC PLANS OF TURKISH UNIVERSITIES IN TERMS OF UNIVERSITY AUTONOMY

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Problem status
As a result of globalization and intensification of competition, strategic planning and strategic management are becoming more and more crucial nowadays. Strategic planning is a process in which the members of an organization extrapolate the future of their organization and plan necessary operations in order to achieve their prediction. This process comprises analyzing the strategic goals and action plans related to those goals. As for Strategic management, according to John M. Bryson, it is a management technique that introduces what an organization does, the reason of its presence and the goals that will be achieved in the future. (Bryson, 1988:5).
Strategic planning depends primarily on two missions: firstly by introducing differences and new ideas to provide competition and growth, secondly to create effective identity to the organization.
Strategic Management is a management technique involved in strategic planning. There are four basic elements in this definition such as vision, mission, strategy and action.
Strategy selection and decision making techniques such as portfolio analyzing, search conference, brainstorming, Delphi technique and nominal group technique are used in strategy planning process. The most important stage of strategic management is to make SWOT analysis. Internal and external situation assessment of the organization is done by SWOT analysis.
SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats. Briefly, SWOT analysis is briefly to evaluate the internal and external situations of the organization.
This research aims to determine how the universities describe themselves with the SWOT analysis done by all the public institutions including universities within the strategic planning according Public Financial Management and Control Law No. 5018, and to determine whether this definition suits the university autonomy.
Aim
In this research, strengths and weaknesses, opportunities and threats elements which are highlighted in the SWOT analysis performed by universities as part of their strategic planning are examined, and how the Turkish Universities define themselves is determined and this definition is examined according to university autonomy.
Method
In this descriptive research, scanning method and record-document review techniques are used for examining the strategic plans of Turkish Universities.
Result
Because this research still continues , findings, conclusions and recommendations section will be included in the full text.

Keywords: strategic planning, SWOT analysis, university autonomy

Paper ID: 0715

ALBANIAN UNIVERSITY STUDENTS' PERCEPTION ON SOCIO-POLITICAL ISSUES

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This paper aims to find out political opinions of the university students in Albania on several socio-political subjects. To this end, we employed a survey questionnaire for over 700 students at public and private universities in Albania. In this survey we were concerned with the students' perception about the success and failure areas of Albania, being in favor of or against the EU membership with reasons, EU success, and most influential country on Albanian politics. These questions are cross-tabulated with several independent variables such as education institute (public-private), gender, age group, religion and political affiliation. The survey results show that around 80% of the students consider the USA as the biggest influencing player on the Albanian politics which is more than general Albanian public support (64%) for the same question according to the 2010 survey conducted in Albania. There is also an overwhelming support for the EU membership with over 70% which, as a matter of fact, significantly lower than the 2010 survey result (92%).

Keywords: Albania, university students, EU membership

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AGRICULTURAL LEXICOLOGY IN ANATOLIAN DIALECTS

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As is known, Anatolian people have been busy with agriculture for centuries. People, in almost all parts of Anatolia, have been cultivating varied kinds of harvests by considering climate and irrigation facilities of regions they live both to meet their daily needs and to trade. Anatolian people who have been busy with this business for centuries have formed a good number of utterances while doing said agicultural businesses to express transactions of sowing, maintenancing and harvesting products and to express names of cultivation equipments used in these transactions as regards sort of the soil. They have, also, transfered them from generation to generation.

The Compilation Dictionary forms basis element of the study. As a starting point, The Compilation Dictionary was scanned completely and a list of utterances statedin dictionary about agriculture was written. Afterwards, these utterances were classified according to their subjects. Result of this classification shows:

1) Utterances used to express the transactions of sowing and planting of agricultural products:

a) Utterances about vegetable gardening
b) Utterances about grain cultivation
c) Utterances about structure, shape, etc. of the soil
d) Equipment names being used

2) Utterances used to express the transactions of landcare and maintenance of agricultural products:
a) Utterances about vegetable gardening
b) Utterances about grain cultivation
c) Utterances about structure, shape, etc. of the soil
d) Equipment names being used

3) Utterances used to express the transactions of harvesting agricultural products:
a) Utterances about vegetable gardening
b) Utterances about grain cultivation
c) Utterances about structure, shape, etc. of the soil
d) Equipment names being used

Keywords: Agricultural lexicology, Anatolia, Anatolian dialects

Paper ID: 0718

SOCIAL SCIENCES AS A DEPARTMENT WHICH MAKES GLOBALIZATION LEGITIMATED

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Globalization, capitalism and social science are connected each other. Explanation of social science without globalization will be wrong. Because of birth of the social science, historical evaluation period of globalization are equal to each other and it constitute intellectual background of globalization. However epistemology and methodology of the social science change nowadays, its subject and content share with features of globalization.

In 19 th century is starting point of social science as theoretical and conceptual.Social science examines positivist method, society with point of view modernist and improvements ,with the intend to understand change in the community .At the same time, social science is pioneer to be able to affect the current situation and to change it. Whereas a group of people who are aimed change ,are people who are leader of the capitalist word economy and dominant power that is producer of the knowledge .Global capitalist power wants to reconstitute social and wants them to overcome the current situation from them.

This article, social science which is a tool for making legal of globalization, deal with. Firstly after a brief evaluation related with national and historical improvements of globalization, It is tried to be defined clarify of social sciences in this study. Finally ,relation with social science of globalization which is main subject of the article, how the social sciences is tack form by modernism (capitalism)and subject about how a transformation have experienced of social sciences nowadays, will be object at issue.

Keywords: Globalization,Social sciences,Modernism,Capitalism

DOMESTIC AND FOREIGN TOURISTS' EVALUATIONS OF REPS AS A SALES PERSON: A RESEARCH ON TURKISH AND BRITISH TOURISTS

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The factors affecting the performance of the sales persons are among the major subjects that the marketing researchers have been focused on. The factors affecting the sales persons are being classified in different ways.

In this study, it is explained that how reps are being evaluated by the Turkish and British tourists while they are selling optional services; and which personal characteristics and behaviors of a rep are important. As Kuşadası is the sample area, the research is including the Turkish and British tourists' evaluation of the sales operations performed by the reps in the welcome meetings. While the study is involving 320 participators, the evaluations have been collected by the questionnary filled by tourists after the welcome meeting. In these evaluations, how the sales performance differs due to the Turkish and British tourists; and the important qualifications of the reps to Turkish and British tourists separately were considered.

Finally, the research reveals the information about which characteristics of the reps should be prioritized; and which characteristics of the reps should be weighted while the travel agencies are training, employing and evaluating the performance of the reps.

Keywords: Reps, Travel Agency, Sales Performance, Welcome Meeting

THE IMPORTANCE AND ROLE OF BABYLONIAN AND ASSYRIAN CHRONICLES IN THE ANCIENT MESOPOTAMIAN HISTORIOGRAPHY

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Babylonian and Assyrian chronicles are actually the most integral literary genre of ancient Mesopotamian chronography and its historiography. But, in studies of ancient Mesopotamian historiography, generally in question chronicles did not include into the subject until last years. Ancient Mesopotamian historians always have been working about royal inscriptions, annals, political letters, historical texts, king lists and other literary genres of ancient Mesopotamia in terms of historiography studies, but they give less importance to chronicles. However, Babylonian and Assyrian chronicles are mostly more reliable and impartial than royal inscriptions and other political texts. Because the chronicles were scholarly documents circulating inside the closed world of the scribal schools. These chronicles give information about political events, battles, rebellions, military expeditions, diseases, festivals, not only the deeds of Babylonian and Assyrian kings but also the deeds other countries king, like Egypt and Elam. In this texts, events had been recorded year by year, month by month, even sometimes day by day. The chronicles also, unlike royal inscriptions, had not been described from mouth of pompous kings, but described from mouth of third person.

In this study, I'm going to examine importance and role of Babylonian and Assyrian chronicles in terms of ancient Mesopotamian historiography. In this context we'll analyse in question chronicles by giving examples and evaluated them thoroughly in order for them to be evidence for our study according to context, form, style, genre, narrative style, matters, cause-effect relationships and accuracy of narrations in the chronicles.

Keywords: Assyrian and Babylonian Chronicles, Historiography, ancient Mesopotamia, Deeds of Kings

THE SITUATION OF THE WOMEN AFTER DIVORCE IN TURKEY

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Family institution that ensures the continutiy of society, people who are get living in peace and security, represent an indispensable location in the all of the World and our country. A phenomenon is divorce that would mean unity of the family troubles fragmentation and dissolution. Although, compared with western countries, divorce is'nt threatening the social structure in our country, but divorce rates increase in recent years,so ıt directs academics to think on the subject of divorce.

İncreasing the role of women in working life couses socio-economic indipendency. Women are human rights become more important internationally. Furthermore on one hand positively, and on the other handı t leads some problem which damage the marriages and reveals divorces. And so in the family, decreasing dependency between spouses and divorces easily occur.

Undoubtedly, women and children become the most worn out in the process of divorce. After the divorce women exposed with "the divorced women" tag, This sitiation affects women's businness life, family life and social circle. Because the women's liberty constrains by the social press mechanism

Women, on the one hand, while working to adapt to the new life and to cope with pressure of the environment, on the other hand, responsibility for children is installed. Here are women faced with problems, such psycho-social and economic problems at the end of divorce , and seeking ways to overcome from this phenomenon.

This work of literature which is deal with increase in the divorce rate in Turkey target to explain problems of women after divorce..this study evaluates literatüre and TSI data aims develop suggestions for solution.

Keywords: Family Union, The Divorce, The Woman, The Reasons For Divorce, Psycho-Social Problems,

Paper ID: 0723

AN EVALUATION OF THE EFFECT OF TRANSPORT SYSTEMS ON AGRICULTURAL LANDS WITH A GEOGRAPHICAL APPROACH

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Transport, defined as the movement of people and loads from one place to another, is an important system which plays a role in economic, social, and cultural activities as a whole. Transport is a service which provides the movement of people and goods from one place to another in order to create utility. Transportation systems are gradually accelerating worldwide upon the developing technology. Time has now become the most valuable concept, and time saving in transportation systems has become the greatest objective. High speed, which has accordingly begun to be considered important in railways in the world and in our country in the recent years, aims to shorten the distances between cities. High-speed railways have been widely used on earth for about half a century. In our country, however, this concept has gained importance for the last decade. Today problems such as the increasing demands for travelling in the case of intercity journeys and the resulting traffic have made the need for high-speed transportation systems indispensable.
Nevertheless, transport networks, constituting one of the essential elements of the geographical space, are also among the important factors of the change in the geographical landscape. The effects of transport activities on the space are clearly felt especially in the transport systems on land. Truly, many settlements have either developed or lagged behind depending on transport at various degrees ranging from their establishment to their functional land use.
Although the dependence of highways and railways on natural routes now seems to have relatively decreased upon the technological developments as compared with the earlier periods, the transport systems have mostly had to follow these natural routes in terms of both construction and operating costs. Owing to this obligation, the transport networks are sometimes built to pass through the areas where fertile agricultural lands are located. In this way, fertile agricultural lands are occupied by transport networks and exposed to improper use. In this context, this study aims to investigate the effect of the Ankara-İstanbul high-speed rail line on the agricultural lands on the Pamukova and Geyve Plains.The necessary statistical data were reached in agreement with the purpose of the research; appropriate maps were prepared; questionnaires were applied in the field; and their results were evaluated in the SPSS program. In parallel with the results reached, it was intended to make predictions about the economic problems to be experienced by the settlements whose agricultural lands were affected throughout the road.

Keywords: Transport, agricultural land, Pamukova, Geyve

Paper ID: 0726

AN ECONOMETRIC ANALYSIS OF CONSUMER PREFERENCES OF RED MEAT CONSUMPTION: CASE OF TEKIRDAG, TURKEY

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Red meat is one of the most important foods for human nutrition. There are many factors related to consumer behavior of red meat consumption such as price, income, origin of the meat, disease risk and drug residuals. In addition, consumer behavior on red meat consumption amount is affected by the region's socio-economic structure. Main objective of the research is to analyze the consumption preferences of red meat consumers with binary logit model. In Tekirdağ province of Turkey, survey applied to 166 household individuals selected using random sampling method to collect data about families' red meat consumption habits. A consumer who cares about the mad cow risk of imported red meats, the red meat consumption probability decreases 25 times compared to other consumers.

Keywords: red meat, logit model, econometrics

Paper ID: 0728

BALANCED SCORECARD AND THE APPLICABILITY OF PUBLIC ORGANIZATIONS

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With globalization, the rapid development of technology, organization of the management structure significantly affects. Organisations to perform a successful management depends on the use of performance appraisal methods. Only financial considerations, the use of the organization's cost-based performance appraisal methods may be causing to fail. Therefore, the performance evaluation of organization, financial concerns, as in many other intangible be taken up by the size of the measurement has to be measured. Internationally accepted and many large successful company is implemented by a successful Balanced scorecard is an effective way for the management of the organization. The right level of performance can be controlled through of the measurement, employees and at the same time, administrators on the confidence and stability. Balanced scorecard, performance measurement to be able to do the correct level is too high.
In this study, the balanced scorecard method is examined in all its aspects. Strategic management, which is important in terms of the balanced scorecard, organizations of all material and immaterial values together to address, many other valuation methods, which constitute a difference. Thus, the balanced scorecard, all positive and negative aspects, taking; implementing this method of organization, contribution to the investigation. This research sum up Balanced Scorecard Method of the effort on managers and employees.

Keywords: Balanced Scorecard, Performance Measurement, Strategic Management, Public Service, Effectiveness and Efficiency

WEBSITES AS MARKETING COMMUNICATIONS TOOLS: THE CASE OF AIRLINE COMPANIES IN TURKEY

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Nowadays, Internet has become one of the most important communication tools, which brings together target group and organizations and it generated a communication environment which efficient to reach their target groups. Institutions in the market environment where competition was becoming increasingly, effective use of the Internet media and marketing communication activities carried out in these environments is of importance. The aim of the study is to analyze the Turkish airline companies' web sites (companies are Anadolu Jet, Atlas Jet, Bora Jet, Onur Air, Pegasus Airlines, Sun Express, and Turkish Airlines) and in terms of marketing communications activities reveals that it is used effectively. Web site analysis on Gibson and etc. (2001) was conducted based on their scoring system. As part of research Turkish airline companies' websites followed for one month and functions (information flow, communication network, participation, campaign) and presentation (visual, accessibility, ambulatory, timeliness, number of visible link) scored in these contents. Finally, examined the websites of all airline companies have been interpreted by comparing the data.

Keywords: Website analysis, marketing communications, airline companies, Turkey

Paper ID: 0730

THE EFFECT OF CORPORATE PERSONALITY AND CREDIBILITY ON ORGANIZATIONAL
COMMITMENT: ROTARY AND ROTARACT CLUBS

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Corporate communications is vital issue not only for commercial organizations but also non-commercial organizations and associations. Corporate personality, organizational commitment and corporate credibility are important parts of corporate communications. These issues have an important role to create positive corporate image. Rotary is prestigious and rooted organization whose stated purpose is to bring together business and professional leaders in order to provide humanitarian services, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. Rotaract is a service, leadership and community service organization for young men and women between the ages 18–30. The aim of the study is to research the effect of Rotaracts perceptions about Rotary's corporate personality and corporate credibility on organizational commitment to their Rotaract club. For this aim the survey method is used with purposive sampling technique and face to face interview done with 276 members of Rotaract clubs in Turkey. Findings show that corporate personality and credibility perceptions of Rotaracts about Rotary have positive effect on organizational commitment of Rotaract club.

Keywords: Corporate personality, corporate credibility, organizational commitment, Rotary, Rotaract

Paper ID: 0736

THE INFLUENCE OF DAMS ON SURROUNDING CLIMATE: ATATURK AND KEBAN DAMS AS A CASE STUDY

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Dams are subject to study not only with their benefits but also with their effects to environment. However, sometimes the advantages can outweigh its advantages due to environmental effects. Dams which are built for both irrigation and energy production have significant effects on the environment and climate. The environmental effects of dams reflect as erosion and siltation while climatical effects reflect as local differences in climate parameters as a result of creation of greenhouse gases and large water surface by incorrect engineering planning of dams . While projects of dams on the Euphrates River which date as far back as 1930's, their construction was started after 1970. Two of these dams, Atatürk and Keban, are highly important investments for which Turkey's electricity production and irrigation. In this study, it was analyzed whether (if) Atatürk and Keban dams created differences in climatic parameters as spatial and temporal in their environment. For this purpose, datas of the stations in which are located close to dams and relatively distant from the dams were used. As a result, spatial and temporal differences were determined in average temperature and humidity values.

Keywords: effects of dams, local climate, trend analysis, temperature, humidity

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CORPORATE GOVERNANCE: A RESEARCH ON THIRD PARTY LOGISTICS SERVICE PROVIDERS IN TURKEY

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Corporate governence principles have been very important recently for the firms which want to promote performance and offer a more qualified service for their customers. Corporate governence, in broad terms, is defined as a system that firms are guided and controlled; and in essence, consists of relationships between firm administration, administrative board, shareholders and other vested interests. It is seen that, although corporate governence investigations have been examined in lots of sectors particularly on government sector, it is not examined enough in logistics sector. In this study, an investigation has been done about corporate governence in logistics enterprises. Likert type scale has been developed towards descriptions in the litterateur to evaluate corporate social response, accountability and transparency which are sub-dimensions of corporate governance. Data has been gathered via questionnaire. The research has been carried out to the third party logistics service provider firms which are active in the Marmara region. The Questionnaires have been given by pollsters and have been collected in the same way. The available questionnaire number has been 207 after the ones which have been filled carelessly have been removed. Data has been analyzed using SPSS 17.0 statistics packet program. Besides demographic variables and descriptive statistics, explaratory factor analysis, Cronbach alpha, Correlation and regression analysis have been done. As a result of the analyses, corporate governence scale's reliability and validity has been tested and relationship between factors has been obtained. On the other hand, evaluations have been done about the levels of corporate governence in logistics enterprises. Results have been brought into use of logistics enterprises and academicians.

Keywords: Corporate Governance, Corporate Social Responsibility, Transparency, Third Party Logistics Service Providers

Paper ID: 1030

ELECTRONIC MEDIA AND THE WORK OF ART AT THE AGE OF INFINITE REPRODUCTION

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In his article "The Work of Art in the Age of Mechanical Reproduction" Walter Benjamin states that the work of art has lost its aura and uniqueness upon industrial revolution. This study aims to review the work of art at the age of electronic media, where one is infinitely reproduced through cyber networks, based on the concepts of aura, uniqueness and reproduction and to re-analyze it with the help of specific cases. In this regard, traditional works of art shared via new media and social media and the resulting interaction is studied in view of the concept of mediation. On the other hand, apart from the publishing and sharing functions of new media, works of art whose creation is solely carried out via these media are classified according to the tools of creation, and the present creation and communication processes are analyzed in view of the concept of aura. Throughout the research, review and analyses parts of the study, several concepts such as contemporary art, artist as a social communicator as a result of the electronic age, the relationship between artist and society, work of art and interaction, and the changing sense of aesthetics are brought to discussion with a multifaceted approach.

The study is designed to cover the following topics: new media as a concept, social media, mediation, the aura of the work of art, work of art and interaction, electronic art, findings, and conclusion.

Keywords: new media, social media, art

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A SYMBOL OF SOCIAL GENDER IN TURKISH CULTURE: MOUSTACHE

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Moustache is a significant indicative of gender in Turkish culture. When looked into the historical records, it has been easily concluded that moustache has been a masculine symbol among the Turks. On the ancient gravestones, called balbal, belonging to the Turks, the men have been depicted with their long hair and moustache. Likewise, the long moustache draws attention in the paintings symbolizing the Turkish heroes.

Before all, moustache is a masculine symbol based on its aspect representing the power. Beyond this general symbolic content, it bears distinctive senses according to the shape it takes. The shape of moustache symbolizes various ideological meanings and identical forms related with these meanings. However, the indisputable presence of moustache within Turkish culture reflects into the Turkish law, and accordingly a formal type of moustache relieved from the potential ideological senses has been determined by the current law codes in Turkey. Moustache is one of the inseparable components of the masculine identity in the daily life. Recently, the statue of a man without a moustache put up at a city's square has led to the reaction of the people in the region, and the statue has been re-made with the moustache.

Moustache as an important symbol of masculinity in Turkish culture has tended to lose its ancient sense in recent years. Some various causes such as urbanization of the general population, the rising effects of women onto the men, the deep wounds of the conflicts caused by the ideological dissolution in Turkish society, the use of moustache on a fashion base by the youth and the gradually developing interaction with the other cultures have all affected the senses referred to the moustache. In other words, producing new symbols and reference frameworks for identity has led to a differentiation in traditional meaning and importance of moustache.

Keywords: Moustache, Masculinity, Turkish Culture, Gender, Sociology

Paper ID: 0740

SOCIAL MEDIA AND MEMORY: AN ANALYSIS OF THE 'MEMORY RETENTION' EFFORTS ON THE FIRST ANNIVERSARY OF THE GEZI PARK PROTESTS

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The impact of media on both individual and collective memory and the role of media in shaping new social structure as a memory unit have emerged as important areas of study with the increasing influence of new media. According to Halbwachs (1992), memory is a social phenomenon. A social context and affiliation is required for the generation of collective memory (continuum of past, present, future, the accumulation of memories) of individuals. In this study, activities in Twitter and Facebook, to prevent the effacement of the collective memory of the demonstrations, which began in May 2013 to contest the urban projects for Istanbul's Taksim Gezi Park and then spread across Turkey by the extensive use of social media, will be examined. The Gezi Park protest movement is important as it demonstrated how the groups, which had previously been ignored by the mainstream media, actively used social media as alternative channel of communication. Regarding the effort of 'memory retention', the messages shared during May and June 2014, on Twitter under the hashtags #geziyiunutma (#DoNotForgetGezi) and #geziyihatırlat (#RecallGezi) and on the Facebook page "halkevleri.org.tr" under the title "TheMemoryofGezi" will be analyzed. Through the concepts of the collective construction of memory and the role of the media, this study tries to evaluate how the effort of memory retention operates, which messages are given most, and finally what kind of Gezi image exists on the first anniversary of the protests.

Keywords: Collective memory, social media, Gezi protests, Turkey

CORPORATE REPUTATION MANAGEMENT

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The reputation relates with the respect which is shown by the environment. While reputation is very difficult to win, it is very easy to lose. As a result of the rapid changes brought about by globalization, corporate reputation has become a phenomenon that is essential. In recent years, public instutions and private sector begin to deal with abstract data files rather than tangibles ones. Now public institutions to gain the admiration of the citizens are singled out as success criteria.

Manage the problems associated with intensification of the competition as possible. In this situation, the institution which has corporate reputation will be able to have the capacity of differentation by getting certain standard. Corporate reputation is the factor that determines the future perspective. This perspective is vision. Especially in times of crisis reputation management provides compensation of the loss. Nowadays organizations institutions must be open to innovation and development to survive and to continue. In recent conditions, reputation, and reputation management has become the most valuable factor.

In this study, first of all recent the term of corporate reputation will be defined and then management institutions will be focused on the benefits. Then, want to strengthen the reputation of the organization of what to do and corporate reputation in order to carry out effectively, which should be explained. At the end the assestments about how corporate reputation management gets continuity on the stakeholders effectively will be done.

Keywords: Corporate Reputation, Reputation, Reputation Management, Corporate Image, Confidence

DEVELOPING THE PREVERBAL COMMUNICATION SKILLS SCALE FOR THE MULTI-IMPAIRED
BLIND CHILDREN

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The purpose of this sequential exploratory mixed methods study was to first explore the
preverbal communication behaviors of multi-impaired blind children based on their mothers'
daily basis observations using semi-structured interviews. Then, at the second phase, both based
on the findings of the interviews and the literature, it was targated to develop an assessment tool
to evaluate the multi-impaired blind childrens' pre-verbal communication skills.
In the first phase of the study there were 34 participants and the second phase of the study was
conducted with 65 participants who were visually impaired children with additional disabilities.
Both the interview's and the scale's questions were answered by the mothers of those children.
The findings of the first phase of the study pointed out, despite the multi-impaired blind
children's declining age, those children were communicating mostly with the preverbal
behaviors like facial expressions, body movements, gestures, vocalizing, stereotipical behaviors
and all those behaviors are mostly idiosyncratic. Those children were showed the limited social
interaction and joint attention skill. The results of the second phase of the study showed that the
item analysis and the validity and reliability analysis reveal that The Preverbal Communication
Skills Scale for The Multi-impaired Blind Children is valid and reliable.

Keywords: Communication, multi-impaired, blind children,The Preverbal Communication Skills
Scale

Paper ID: 0744

RESEARCH ON THE ENVIRONMENTAL KNOWLEDGE AND ENVIRONMENTAL AWARENESS OF PRESCSHOOL TEACHERS

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This study was planned to determine the environmental knowledge and environmental awareness of preschool teachers. The research group of the study was comprised of 130 teachers serving at the independent nursery schools, traning nursery school of the vocational school for girls, and nursery classes of primary schools in the province of Yozgat and its towns. Personal Information Form and Environmental Awareness Questionnaire were used as the data collection tools in the study. The Personal Information Form was developed by the researchers. The Environmental Knowledge and Environmental Awareness Questionnaire was used by Schrenk (1994) in Germany and by Erten (2002; 2003; 2005) in Turkey with partial amendments. Relational screening model was applied to in the research Correlational computing was performed in the analysis of the data. As a result of the research a weak relation was observed between the Attitudes towards Environment and Environment-Friendly Behaviors (r=.40) and between Attitudes towards Environment and Environmental Knowledge (r=.47) of preschool teachers; and there found a very weak relationship between Environment-Friendly Behaviors and Environmental Knowledge (r=.25). It was observed that the environmental awareness of preschool teachers was influenced by taking care of pets and flowers at home and by following daily news together with their friends. Consequently it was determined that the environmental knowledge and attitudes of preschool teachers had no effect of environmental-friendly behaviors.

Keywords: Preschool teacher, environmental knowledge, environmental awareness

CASTRATION AS A SANCTION IN CRIMINAL LAW

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Sexuality has been regularly discussed throghout history, depending on cultural changes, and gained new meanings and boundaries. If legal changes concerning this subject is analyzed, this process can be seen clearly. The extent and sanctions of sex crimes regulated by Criminal Law systems are of great importance in identifying behaviours which are permitted or disapproved. Sex crimes -which are generally regulated as "sexual assault" and "sexual intercourse with a minor" in modern day- are penalised by jail sentence (improsement) which has variable durations. However, if recent researchs concerning this matter are analyzed, it can be seen that these regulations remained inaffective. Number of sexual crime victims are described as millions throghout the world in every year. Rate of re-commiting a crime following a jail sentence from a sex crime, varies between 48 percent to 90 percent. When the fact that the majority of population in correctional facilities consists of sex crime offenders and that this number grows consistently is taken into account, it is clear that a new approach is required regarding the perception of sexuality and criminal law regulations.

In our study we will try to explain the basic principles and researchs made about this approach, while specifying its characteristics and structure. In the first chapter of our study, the concept of sexuality and its relation with criminal law is analyzed through historical process. In second and third chapters, classification of sex crimes and sex offenders and their basic characteristics is explained in the light of various approaches. And in third and fourth chapters, the practice of castration is examined as a solution to the problems in criminal law mentioned previously. The reasons why jail sentence remains incapable and whether castration can eliminate these problems is being explained by examining the regulations of different countries. In final chapter, the features of an ideal criminal law regulation on this matter is tried to be defined.

Keywords: Criminal law, castration, sex crimes, pedophilia, comparative law

THE RECENT DEVELOPMENTS IN THE FIELD OF THE MARITIME LAW IN TURKEY

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The Recent Developments in the field of the Maritime Law in Turkey
In Turkey, new developments has been carried out in the area of Turkish Maritime Law since new Turkish Commercial Code come into the force in 2011. This new law prevails whole international contracts according to the European candidate process of Turkey. The law has many favourable effects such as transparent law order, the trust and reputation in international scale and many conveniences and promotes to banks, insurance companies, exporters and importers.
The new Commercial Code has considerable many amendments especially in the area of Maritime Law. The carrier will be liable for the loss, damage and the delay of the goods. This liability is limited by using the international money unit which called ''SDR'' . The changes which targets on fulfilling the economic and comercial necessity can be described such as; describing in commitment of carrier's liability and accepted actual carrier which is set out in Hamburg Rules. The new amendments has been accepted related to the bill of lading and also electronic bill of lading, the rules has been set out related to the traveller and marine transportation.
On the other hand the problems which have been argued in Turkish practice like, liability for delay, liability of actual carrier, limited liability, extension the lapse of time with aggrement have been changed in accordance with the international regulations. Also, in the new law, the traveller has new rights such as a compensation for the wreck. There are also many new rules realeted to the general average, collision and salvation. In addition providing the necessities and the developments '' 1989 International Salvage Convention'' has been ratified.

Keywords: Maritime Law , Commercial Code ,insurance companies,carrier

TELEVISION AS AN INTERACTION INSTRUMENT IN DISTANCE EDUCATION: A CASE STUDY

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Distance education can be described, as the institutional based formal education, which learners groups are apart and the connection between learners and the sources is obtained via interactive telecommunication. It is accepted that distance education has reached to this point in five phases in general. These are; corresponding teaching, Radio and TV, Open Universities, Tele-conferencing and Internet. Television, which is an important invention of the century, has still got an important role in progress of distance education and communication with the students. Television usage in education dated back to 1930s. Television broadcasting started in 1968 in Turkey and within a few years television were used in education in Anadolu University. Today, with more than one million distance education students, Anadolu University believes that television is a major component in education system. For the last three years new educational programs with a new aspect has been broadcasting via a national channel TRTOkul.
In this study, television usage in Anadolu University Distance education system in particular and television usage in distance education in general will be presented in detail.

Keywords: Television, distance education

Paper ID: 0752

A STUDY OF THE PERFORMANCE OF PRE-SERVICE MATHEMATICS TEACHERS IN DIFFERENT NUMBER SENSE COMPONENTS

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This study investigates the performance of pre-service primary and secondary mathematics teachers in different number sense components. A total of 464 pre-service mathematics teachers participated in the study. The pre-service teachers were full time students at Primary and Secondary Mathematics Department from five different universities in Turkey. Data for the study was collected through a number sense test which is prepared by the researchers. There are four number sense components in the test. The components are (a) the meaning of numbers, (b) the magnitude of numbers, (c) computing flexibly and judging result, and (d) estimation. The pre-service teachers were given the number sense test; they answered the questions and then chose the solution strategy. In data analysis, the strategies used by pre-service teachers were evaluated by using the number sense strategy or not. The results of the data analysis show that the pre-service teachers were unsuccessful at using number sense strategies at the component "using flexible strategies and judging reasonableness". This implies that the pre-service teachers in this study cannot generate flexible number sense strategies by using the understanding of numbers and operations and cannot judge the reasonableness of the results.

Kewords: number sense, strategy, mathematics teacher

THE OPINION OF UNDERGRADUATE STUDENTS OF SOCIAL WORK, PSYCHOLOGY AND PSYCHOLOGICAL COUNSELING ON ABORTION AND ITS RELATION TO SOME VARIABLES

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The aim of this research is to understand the opinion of the undergraduate students of departments (social work, psychology and psychological counseling and guidance) that train students to be a member of profession and provide psycho-social services.Method:The research was conducted between February-May 2014. The population of the research is composed of the students of social work, psychology and psychological counseling and guidance. The sample of the research is composed of 485 students who are studying at these departments and are voluntarily participating to the research and are determined by element sampling.The data were collected by means of an online questionnaire prepared by researchers. The questionnaire includes some demographic questions (gender, age, education) and 11 questions about the student's view of abortion.The results of the research are analyzed by SPSS 20.0 Programme in which descriptive statistics and chi-square test are used. Results: Our results will provide information on questionnaire's frequency distributions and the correlation between some demographic variables on the view of abortion. Conclusion: It will be useful for society in general and individuals in particular, if members of profession who will provide professional services to the people have a human rights based approach.Members of profession should internalize the principle of self-determination which includes self-authority of people about the issues which are related to themselves and their bodies. Furthermore, they should work with this principle throughout their working life. In this context, it is necessary and has a vital importance to raise awareness about these issues and to centralize universal human rights in the education of students in these departments.

Keywords: abortion, human rights, social worker, psycholog, psychological counseling

CORPORATE SOCIAL RESPONSIBILITY PRACTICE IMPLICATIONS IN NEW COMMUNICATION PLATFORMS

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Nowadays, social responsibility applications are one of the public relations areas considered important by foundations. In recent years, foundations have started to make use of new communication technologies along with traditional ones with the purpose of announcing social responsibility practices that they carry out. Therefore, internet and social media platforms have been attached more and more importance as manageable tools by public relation departments of the foundations. Foundations are able to announce social responsibility practices they carry out and also receive instant opinions, suggestions and reviews of the target audience about these activities.

In this study, content analysis method will be applied on the sample determined using the list of 500 Major Industrial Enterprises specified by Istanbul Chamber of Commerce. How often social responsibility messages of the foundations are involved in official web pages and social media accounts of the foundations will be identified in the study. In addition, it will be determined whether the target audience provides feedback in terms of reciprocal symmetrical communication.

Keywords: Public Relations, Social Responsibility, Social Media, Official Web Site

EFFECT OF TIME MANAGEMENT OF SOCIAL MEDIA: A STUDY ON THE ATTITUDE OF
UNIVERSITY STUDENTS

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It is known to be an ongoing process beyond the control of the individual. seamless passes through a business or entity, defined as the time to go through or is going through the concept of time come from past events, which follow each other into the future, Time has been spent before and after the use of a concept that has no meaning and difficult to control resource. Results in a more efficient time management ensures the rational use of time. People's private and professional life, especially in a way to achieve the objectives of effective and efficient management of time has become a necessity.

Social media has found its place in the daily routines of modern man, and have become more and more people used a set of tools that every day. With this technology the virtual culture and the virtual world of the real world, time, space, independent of the size of a field based on the time zones, is seen as an important exhibit includes the attitudes of the people.

In this study, it is examined that if there is a relationship between the university students that has become more and more used every day with actions for social media and time management. Sample of the study, consists of 400 students who are studying at Karatay University, Mevlana University, Necmettin Erbakan and Selcuk University . This sample survey obtained data, analyzed and interpreted by applying using on data analysis SPSS 16.0 program.

Keywords: Social Media, Time Management, Communication, Technology

Paper ID: 0762

THE PROCESS OF ZERO CORRELATION OF BILINGUAL PSEUDO INTERNATIONALISMS IN ENGLISH AND ALBANIAN LANGUAGE

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One of the most common problems of the translators nowadays is the problem of mismatching and that is words that look as if they exist in the other language but they do not. In this paper we have covered the morphological aspect of bilingual pseudo internationalisms (the correspondence between the roots and word's elements) in English and Albanian and in this way we have come across with the problem of zero correlation. Our analysis is a contrastive analysis of one language, (in this case Albanian language), through the prism of another language (English language). The focus of our comparison is the question of diversity (words that look as if they exist in the other language but they do not).

By using the subjective technique we have compared the surface structures of the bilingual pseudo internationalisms that in fact are "false friends" in Albanian and English language (suffixes and prefixes of international origin) by using monolingual and bilingual dictionaries, dictionaries of foreign words, and reverse dictionaries of the Albanian language. While, with the help of the objective technique we have worked with the corpus, one-way, bidirectional translation, and group test of Gjorgevic (1982). Our corpus is consisted of translated Ismail Kadare's books from Albanian into English language exclusively from native English speaking users.

Key words: bilingual pseudo internationalisms, international suffixes, international prefix, zero correspondence.

Paper ID: 0763

THE CONVERGENT PHENOMENA OF INTERNATIONALISMS IN ENGLISH AND ALBANIAN LANGUAGE

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This research aims to cover the morphological and semantic differences in form and meaning of internationalisms in English and Albanian language. We will try to find out the similarities in form and differences in meaning of internationalisms in English and Albanian language. With the method of contrastive analysis (Ivir, 1968); we will try to analyze pairs of words that have the same form in both of the languages, English and Albanian, but the semantic field of Albanian words is wider than in English language. With the help of translation paradigms from Albanian to English language translated exclusively from native English speakers we will try to analyse pairs of internationalisms whose meaning overlap to a certain level but the scope of meanings in Albanian language is wider than in English language. The direction of our research is from Albanian to English language.

With the help of subjective technique, comparing the surface structures of internationalisms and objective technique, working with the corpus, one-way, bidirectional translation, and group test of Gjorgevic (1982) we will try to find out internationalisms with the same form and whose meaning overlap to a certain level but the scope of meanings in Albanian language is wider than in the English language.

Key words: internationalisms, semantic fields, semantic signs, similarity, difference

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POLITICAL LEADERSHIP AND NEW POWER RELATIONS IN 21. CENTURY

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The subject of this study is political leadership in 21th century. Our main objective is to determine the transformation of political leadership in concept. Leadership is a relational concept in which one structure gains its meaning by the help of another, because leaders need to have something to lead. But most importantly, a leader is the component of a process that makes power relations possible. So it is related with power which means that any change in the concept of power will directly effects the concept of leadership. So we are going to try to answer the question of leadership and power relations.

We are in a transitional period which we have difficulty in generating new concepts while old concepts become invalid. So this study will discuss classic leadership theories and the concept of power to make way for new ones. This discussion is also an investigation of what leadership answers and solves withinside complex power relationship.

Traditional power structures let leaders have the capacity to formulate strategy while followers plan tactics. But today new power relations are on stage and subjects have the capacity to formulate strategies. As a preliminary finding we can say that if the subjects can not generate strategies as an alternative of traditional hierarchical leadership then social movements can't create a continuous social transformation. As a result we need to form new leadership theories enables us to discuss strategies for leadership which are associate to power relations.

Keywords: political leadership, power, subject

Paper ID: 0766

THE NOVELS OF HALIKARNAS BALIKCISI AND STORIES OF SAIT FAIK IN THE LIGHT OF ECO-CRITISISM

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Nature/environment has been used as a basic background element to establish a fictional world. Environment as an element in fictions is mostly described as a stage where the events happen. Environmental criticism/Eco-criticism conveys basic elements of literary works, which are environment/place as the basic problem of criticism. Environmental criticism is actually based on defensive philosophy; it is believed that environmental awareness also needs to be reflected by using literature. At the time period that environmental awareness did not exist environmental criticism mostly chooses a descriptive analysis on literary works. It tries to describe the philosophy of nature in cultural codes by using fictions. Critical approach which is suggested by the environmental criticism on nature-themed works has become today from different phases. Descriptive approach of environmental criticism has evolved and become a multi-disciplinal character.

Turkish literature does not include so many examples for literature studies based on environmental criticism comparing to the other critical theories. When taking recently examples into consideration it can be easily seen that there aren't enough literature studies during the period that there was not environmental awareness besides the latest criticism researches. Expressions about nature in literary works can be qualified as individual observations which reflect the sensitivity of nature in its own culture. Criticizing the nature elements which are reflected in the works of Sait Faik Abasıyanık and Halikarnas Balıkçısı, who are counted as sensitive authors against the nature, will contribute to enlighten the first examples of sensitivity of nature in Turkish literature. In this study analytical and comparative critics of the statements about nature will be done which are mentioned in the novels of Halikarnas Balıkçısı and stories of Sait Faik.

Keywords: Eco-critisism, natüre, Sait Faik Abasıyanık, Halikarnas Balıkçısı

ANALYSIS OF THE CORRELATION BETWEEN THE TRUST OF THE SCHOOL TEACHER`S IN THE ORGANIZATIONS THEY SERVE FOR AND THEIR ENTREPRENEURSHIP FEATURES

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Services expected from the organizations which are the community gathered around a specific purpose, increase gradually with the chancing and improving living conditions. Forming a positive atmosphere and rising productivity at the same time depend on the condition that workers feel safe and comfortable at their workplace. In order training activities to fit the purpose, school should be embraced by all the staff as an educational establishment. Moreover, ensuring effective communication inside the school, respecting teachers and acting with the sense of mission are of capital importance for the sake of enabling the corporate success. Faith in organizations gains strength as all the people perform his task based on common ethic values and provide transparency at the instituons. It is true that the institutions which are accepted as successfull, are the institution which keep up with new changes at globalized knowledge-based society, have characteristics of entrepreneurship, aim at taking place among distinguished instituons by raising more qualified individuals, and sometimes which can be a leader by forming innovations. Schools, which are expected to have positive image, to be institutions which are modernist and open for improvement can be achieved on the condition that teachers respect their institutions. At an institution, in forming modernity by using the abilities, in showing entrepreneurial features, in introducing creative and original ideas and projects, presence of teachers who dedicate themselves to their institutions and put faith in their institutions is an important prerequisite. In this context, at our research, it has been studied the relationship between the trust of the teachers serving at primary schools in the institutions they serve for and entrepreneurship features. It has been used "organizational trust scale at schools" which is developed by Daboval and his friends (1994) and adapted to school by Yılmaz (2005), also entrepreneurship scale which is developed by Yılmaz and Sünbül (2009). By the time data collection process is over,It will be given place to the statistical analysis inferences achieved with SPSS 18.0 programme, to findings concerning these results and to conclusion and recommendation parts depending on the findings.

Keywords: institutional trust, entrepreneurship, teacher

A STUDY ON GRADUATE THESES FOCUSING ON VIOLIN PEDAGOGY IN TURKEY

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The aim of this study is to make a survey on the graduation theses on violin pedagogy conducted in the last five years in Turkey, analysing which aspects have mostly been focused on. The dispersion of these theses among various institutions has also been taken into consideration. There were 53 theses available in the archive of the Council of Higher Education for the time period 2009-2014, 33 of which were submitted to various music education departments, 15 to conservatories and 5 to music departments of some universities. Violin education for children, analysis of drills of some renowned pedagogues, training syllabus for violin education and suggestions for some right and left hand techniques, were the common topics in these theses. The most noteworthy observation of this survey was the sharp distinction observed between the theses submitted to music education departments and conservatories. In the theses conducted at conservatories , Turkish music and contemporary Turkish music in relation to classical violin education and experimental works were almost totally ignored, wheras in the music education departments most of the studies were focused on violin education in arts and sports high schools, and experimental works were paid attention.
In conclusion; the graduate theses carried out in conservatories and music education departments have considerably different approaches and there is a lack of academic studies focusing on violin pedagogy in integrity of different aspects.

Keywords: violin pedagogy, music education, theses in Turkey

THE INSTITUTION OF OMBUDSMAN AND TURKISH EXAMPLE

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The institution of Ombudsman,which has applications in more than forty countries and as well as various private sector organizations and universities all around the World,first time took place in the Constitution of Sweden dated 1809. Etymologically, "ombuds" means intermediary and "man" means person in Swedish. In Turkish, it is known as "Public Auditor" and the institution named itself as "Ombudsman".

Preventing concepts such as advanced democracy and human rights to be crushed under the power of Public is relatively contemporary and solving the problems among public institutions and individuals emerges as a historical phenomenon. In this context, the description of the role of the Ombudsman Institution, which is giving advices, will achieve its objective in the extent that they are taken into account. It is an appropriate way to evaluate in numerical aspect how much Public Auditor's decisions are reflected to the administiration and also how much Turkish Republic's administrative structure accepts to what extent this new institution.

In this research, The Institution of Ombudsman Of Turkish Republic, which has started to recieve the applications of complaint since 29.03.2013 and intended to solve the problems between the individuals and Government, will be discussed in a comperative way to other modern samples under the light of activity report published in the year 2013. The matters will be analized and solution proposals will be developed.

Keywords: Auditing of Administration, Ombudsman, Public Auditor, Human Rights, Public Authority

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SOCIO-POLITICAL IMPACT OF THE PIPELINE WATER IN THE TURKISH REPUBLIC OF
NORTHERN CYPRUS

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This paper analyses the socio-economic and political implications of the so-called the' project of
the century' which aims to carry 75 million cubic meters of water annually from Turkey to the
Turkish Republic of Northern Cyprus via an 250 meters deep and 80 kilometres long under sea
pipeline. The first of its kind this unique project resembled to an umbilical cord will link two
purpose built dams Alakopru in Turkey and Gecitkoy in the TRNC costing about 1.2 billion
Turkish Lira ($580 million). While Turkey and the TRNC heralds the project as a 50 year solution
to serious water scarcity and an opportunity to lift the struggling agriculture the Greek side in
the South considers the pipeline yet another attempt by Turkey to entrench the status quo and
strengthen the island's dependence on Turkey. The project is expected to bring water for
drinking and irrigation purposes, thus relieving the pressures on the almost depleted
underground water resources. The Turkish government's offer to provide water to the Greek
South as a gesture to contribute to the protracted peace negotiations between the Turkish and
the Greek Cypriots have only met by suspicion by the Greek South.
The main focus of this paper is to analyse the possible economic, environmental, agricultural and
political implications of the water project. Particularly the impact of the planned commercial
agriculture using irrigated water will be the main concern. What would this mean already fragile
ecosystem? Would increased irrigation and production in the North undermine the livelihoods of
the farming communities in the South? What intensified high value crop production for niche
markets would mean food security and sovereignty in the island? In what ways the water
brought from Turkey via the pipeline be instrumental in improving the political and socio-
economic relations between Turkey, Cyprus and Israel? With the arrival of water already scarce
land will become more valuable and attract commercial interest from outside sources. Thus the
paper will attempt to develop ways of preventing land grabbing which might be leading
environmental degradation and non-sustainability.

Keywords: Water for piece, sustainability, food security

A STUDY ON COLLECTIVE MEMORY: BALADIZ KONAK (MANSION)

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Rural residential structures emerge as products of local construction materials and techniques mainly by the use of ecological and natural materials that fit to rural functions and forms. Beyond this form and function relationship; historically, mansion ("konak") - type structures are shaped by effects of "rural production relations and accumulation regimes" and they represent specific power relations. Therefore, such structures generate a knowledge resource about rural settlement in historical-social-spatial context and can contribute to local historiography.

In this study, the still surviving konaks in different rural settlements of Isparta (Turkey) city convey traces of social change in the country and the local unique history. Among these konaks, Baladız Village and Konak holds a special place with diverse folk songs as part of oral history. In the late 19th century, there were enterprises built by landlords under the name of "çiftlik" (farm) in Ottoman Empire's merchant agriculture structures. Baladız stood among examples of this form. During the 1940s, after the dramatic events between peasants and landlords, land ownership was transferred to peasants by means of the state. It is known that this transformation eroded the farm structure and its resulting socio-political power. It also eroded the konak - type living. The aim of this study is to understand the image of mansion in collective memory; how it transformed throughout time within its historical-social and spatial context by utilizing oral history in Baladız Village case.

Keywords: Collective Memory, Konak (Mansion), Oral History, Baladız

CAN PHILOSOPHY TOUCH THE WORLD?

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Today, the common way of doing philosophy has considerably weakened the lively bond between the philosophy and the problems of the world. When historically considered, the close relation of philosophy to the problems of the world can be clearly seen during the First Age, Medieval Age, Enlightenment period, Near Age and Modern Age. With the beginning of universities at the end of the Medieval Age philosophy too has become an academic discipline. Philosophers like Barry Stroud have claimed that after becoming an academic discipline the philosophy has stayed distant from the life World and become an esoteric and elitist practice. The academic philosophy which has dealt with the understanding and analysis of classical philosophy texts and the elaboration of traditional problems of philosophy has become unable to answer even the simplest problems of life. In the academic teaching of philosophy, abstraction of classical philosophy texts and its problems from its historical living World obscures the relation of the life problems of that historical period with these texts and problems. This is a kind of alienation of philosophy to philosophy. The basic subjects of philosophy, as Nagel puts, originate from the world, from our relationship with the world. Philosophy is done through a dialogue with its past as Heidegger puts while the natural sciences develops on the destruction of its past. Doing philosophy necessitates the knowledge of the works and arguments of philosophers and the information of the ideas that are put forward. But this information is important to the extent that it contributes to us to build an approach as to how handle and answer the problems of the life world. In this presentation, the problems created in the teaching and the World of philosophy by the understanding of doing philosophy just limited to the Academy nowadays will be discussed and some proposals will be put forward about the solution.

Keywords: Philosophy, Life World, Education

Paper ID: 0776

COMPARISON BETWEEN THE LANGUAGE AND LITERATURE TEACHING PROGRAMMES IN FINLAND AND TURKEY

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The aim of this study is to compare the language and literature teaching programmes in Turkey and Finland as well as to reveal similarities and differences between them. In this study, descriptive models are used because the existing situation is completely intended to display. The research was conducted by using qualitative research methods. The data involved in the study was obtained from Turkish Language and Literature Curriculum and Manual (1-4. Classes) and The Teaching Programme of Finnish Language and Literature. In addition, it is benefited from the informations obtained by field-literature review related to language and literature curriculum of these countries. In conclusion, similarities and differences between the language and literature teaching programmes in Turkey and Finland have been revealed and recommendations for language and literature curriculum in Turkey have been introduced.

Keywords: Language and literature teaching programmes, Comparative education, Turkey, Finland

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THE RELATIONS BETWEEN RELIGIOSITY, RELIGIOUS COPING, DEPRESSION AND TRAUMA: A STUDY ON SYRIAN REFUGEES

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When people face to any difficulties,they think their present condition and the meaning of thier lives they have lived so far will get harm.So,they live a loss of psychologic control.This process is so clear at traumatic events,such as wars,losing beloved ones,natural disasters.People try to do several activities to cope with all difficulties.They mostly get support from religion.
The aim of this study is to show the result of the traumatic experience of the civilians who are exposed to civil war in Syria.This study also aims to bring out the effect of the religion on these people's psychology. This study searches –over 12 year refugees-who had to move to Kilis (a city in Turkey)because of the civil war in their homeland (2013-2014).Quantitive resarch method was used in this study.It includes 553 people.Mental health(somatization disorder,depression)and religious coping were investigated.We used Center for Eepidemiological Studies,Depression Scale(CES-D),Physical Symptoms Scale(PHQ 15) and Religious Coping Scale.Trauma events,religiosity and acculturation were also considered.
According to the results;the women's score of positive religious coping is higher than the men have.In other words;men's score of negative religious coping is higher than their counterparts. Additionaly,higher score of somatization and depression are associated with female gender.

Keywords: religious coping, depression, religiosity, trauma, Syrian refugees

Paper ID: 0781

RELIABILITY AND VALITIDY OF ACADEMIC MOTIVATION SCALE FOR HIGH SCHOOL STUDENTS'

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Aim: This study made for testing validity and reliability of Academic Motivation Scale for High school students which by developed Vallerand RJ, Pelletier LG, Blais MR, Brière NM, Senécal CB, Vallières ÉF (1992).

Method: The research conducted with totally 357 volunteered girls (n=118) and boys (n=239) of sport high school students in Izmir and Bursa. In the scope of scale's form validity, Confirmatory Factor Analysis (CFA) is applied in order to confirm the valid factor structures for original form. To determine the validity of scale, Cronbach's Alpha values, Spearman-Brown Coefficient values and Guttman Split-Half Coefficient values are analyzed. Test-retest reliability analyzed to provide values which are done by separated 3 weeks.

Findings: Analyze of the scale's CFA results chi-square=957.87 (P =0.0), degree of freedom sd=341, p<0,05, GFI=0,96, AGFI=0,95, CFI=0,95, S-RMR=0,070 and RMSEA=0,079 found. According to CFA results, fit indexes provided data-test fitting. The scale's correlation between sub dimensions was r= 0,39-0,49. The scale's reliability coefficient for intrinsic motivation (IM) is .86, for extrinsic motivation (EM) is .85, for amotivation is .77, found. These findings shows that reliability of scale's according to Nunnally's (1978) >0,70 assessment level. Test-retest reliability coefficient values which are done by separated 3 weeks found .86.

Results: All findings show that scale is available for determinating high school students' academical motivation levels.

Keywords: academical motivation, intrinsic movation, extrinsic motivation, amotivation, reliability, validity

ONLINE GAME ADDICTION AMONG HIGH SCHOOLS STUDENTS

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Game is every time everywhere and is an important part of the game of our lives in modern times. Although it seems like the game fun and leisure point affects a lot of lives. Despite the setbacks led to significant improvements in the playground emerging technologies and has created new worlds for individuals. Computer, internet and mobile phone technology with the content that they create a game from being the only game by removing the commercial area have become an indispensable element. Covers every aspect of capitalism as this area has become an enormous commercial and cultural areas. As with any emerging technology, the negativity of the relationship on technology and games as a result of the negative has occurred. Comes at the beginning of their addiction. The loneliness of modern humans, producing forms of popular and mass produced for the game to be the playground of objects in the natural host is claimed that all the problems.

Turkey has a significant young population. An important breakthrough in the field of education technology and computers are made. Technological games meet with young people at an early age and brought by technology are becoming more vulnerable to the negative effects. As a result, some undesirable behavior modification occurs.

Consequently, this study is carried out to determine the online game addiction level of students in high schools in Konya and Aksaray city at Turkey. Scanning model based on survey research techniques are used, as data collection tool Online Game Addiction Scale are validity, reliability, used developed for Turkish students. As the sample group, different schools 500 students from the city of Konya and Aksaray have been selected. Data will be obtained through face to face interviews, will be analysed by SPSS statistical software.

Keywords: online game, addiction, high school

PARALLEL IMPORT AND EXHAUSTION OF RIGHT PRINCIPLE IN THE INTELLECTUAL PROPERTY LAW

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As it known reference of "Decree-Law No. 556 Pertaining to the Protection Of Trademarks" is "Council Regulation (EC) No 40/94 on the Community Trade Mark". Regulation's related Article 13 is entitled "Exhaustion of the rights conferred by a Community trade mark". This Article is the same as Article 7 of First Council Directive 89/104/EEC to approximate the laws of the Member States relating to relating to trade marks. By this Article, a Community trade mark shall not entitle the proprietor to prohibit its use in relation to goods which have been put on the market in the Community under that trade mark by the proprietor or with his consent. Belirtmek gerekir ki Article 13 Paragraph 1 shall not apply where there exist legitimate reasons fort he proprietor to oppose further commercialization of goods, especially where the condition of the goods is changed or impaired after they have been put on the market. In this paper, first will identify and evaluate the existing rules in international law. Second, regarding its close relation with Turkey by means of customs union, the EU law will be examined.

Keywords: intellectual property, trademark, protection, registration, internation registration

Paper ID: 0786

JOB SATISFACTION AND BURNOUT LEVEL OF THE MENTAL HEALTH EMPLOYEES AT THE FACULTY OF THE MEDICINE HOSPITALS IN HACETTEPE UNIVERSITY

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Regarding their working conditions, professionals who work in the health sector face several challenges that rival challenges of other, more demanding, heavy-duty lines of work. Especially in recent years, the burnout phenomenon has been noticed on professionals who work in the health industry. Several studies have stated that burnout level of employees affect job satisfaction. The purpose of this research is to determine job satisfaction and burnout levels of mental health professionals who work in a university hospital, along with relevant factors that affect said levels. This research employs Maslash Burnout Inventory and Minnesota Job Satisfaction Scale. The study was conducted on a total of 50 mental health professionals. Participants' terms of employment are distributed as follows: 12.5% of participants has been working for less than 1 year, 18.8% has been working for 1-5 years, 50% were working for 6-10 years and 18.8% of participants were working for 11 years and more. Participants' age variable is distributed as follows: 43% are between ages 25-29, 43% are between ages 30-34 and 14% of participants are between ages 35-38. This research also found that there is a statistically significant correlation between burnout and job satisfaction ($r = -0.557$; $p = 0.001 < 0.05$). According to findings, as the burnout increases, job satisfaction levels tend to decrease. "Job satisfaction" levels of mental health professionals who participate in the study are found to be on medium level (2.988 ± 0.363) while their "burnout" levels are also found to be on "medium level" (3.288 ± 0.256).

Keywords: Job satisfaction, burnout, mental health, mental health workers

Paper ID: 0787

THE RELATIVE AGE EFFECT ON ANTHROPOMETRIC CHARACTERISTICS AND MOTOR PERFORMANCE IN TURKISH GIRLS AGED BETWEEN 8 AND 12

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Purpose: This study is held in order to analyze the relative age effect of Turkish girls aged between 8 and 12 on the anthropometric characteristics and motor performance.
Material and method: Girls aged between 8 and 12 (N=423) participated in the study. Anthropometric measurements are taken from anatomic parts in accordance with the protocol defined by ISAK (International Society for the Advancement of Kinanthropometry). For each age, data between girls born in first three months and last three months are compared. It is applied t-test for statistical analysis of the data. It is looked at the differentiation and change percentages according to the periods.
Findings: When anthropometric characteristics are compared, separately for each age, there is no statistically difference found in 8 and 12 aged girls. On the other hand, in the girls aged between 9 and 11, stature (S), sitting height (SH), arm span (AS) and calf circumference (CC) values are found higher for girls born in the first three months. According to the motor performance values, there are no statistically meaningful differentiations found in 12 aged girls. For girls born in first three months, it is found better performance for girls aged 8 only in agility; for girls aged between 9 and 11 in agility (A), arm velocity (AV), body force (BF), and jump strength (JS). The differentiations amongst data mentioned above belonging to two periods are found statistically significant. (p=0.01, p= 0.05)
Results: In the process of performance evaluation in sport activities and talent selection and orientation programs organized for girls, it should be considered the relative age effect as girls born in the last three months should not be disregarded.

Keywords: Relative age, anthropometric characteristics, motor performance, girls

PRESCHOOL CHILDREN'S FAMILY DRAWINGS IN TURKIYE

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Recent debates in studies of childhood have questioned the way 'chil¬dren's voice' has come to be used in childhood research. Visual research using drawing methods with children seems to be particularly sensitive to discussions of 'children's voices' and authenticity (Eldén 2012). Children's drawings can be understood as "a mirror to their minds", which provides access to their representational world. Accordingly, there is broad consensus that children's drawings not only display images of reality but also comprise a symbolic representation of their inner experiences such as feelings, the way of thinking, and perceptual sensitivity. (Gernhardt 2011) The research display that self-related emotions and cognitions as well as the perception of the social world are shaped by the cultural context. Some aspects of children's self-drawings, such as figure size and different kind of details have been described to vary among cultures. Because the self can only be understood in its relation to others, children's drawings of their families should also reveal cultural differences. In accordance with this assertion, there is also some evidence for cultural differences in children's family drawings, especially in regard to family cohesion and positioning of family members (Gernhardt 2011).
In the present study, we examined the family drawings of preschool-aged children who lived in rural and urban areas which may reflect different cultural family settings in Turkey. We asked children to draw their families and explain the figures in their drawings. Three different researchers examined the drawings in terms of family and child relationships, family characteristics, and drawing properties such as figure size, symbolic representations of figures, facial expression of figures etc.

Keywords: Children drawings, family conception, preschool children

VISIT SERBIAN KINGS HILANDER MONASTERY AND ATTITUDE OF THE OTTOMAN EMPIRE

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There are monasteries pertaining to various nationalities in Aynaroz Peninsula looking over the Aegean Sea from the Halkidiki Pensinsula which is close to the city of Salonika in Greece. Among these 20 monasteries the Serbian monastery named Saint Simeon and Saint Sava as well as Hilandar Monastery founded by Rastko Nemanya is of paramount importance to Serbians. This Monastery previously under the sovereignty of the Byzantium Empire came under the domination of the Ottoman Empire in1430. Following the increase of Russian influence and the takeover of Hilandar Monastery by the Bulgarians towards the end of the 19th Century the Serbians once again were desirous of gaining influence over the said monastery. Therefore, the Serbian Kings Alexander Obrenovich and Petar Karacorcevich visited Hilandar Monastery in the years 1896 and 1910 respectively.

Keywords: Hilander Monastery, Serbia, Ottoman Empire, Aynaroz

Paper ID: 0731

STUDENTS' REASONS FOR ATTENDING PRIVATE COURSES AND THEIR VIEWS ON THEM: THE CASE OF TURKEY

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Private courses, which were initially founded as a means of providing science, language, and art education and which were regarded as "private schools," turned into refresher courses. With the centralized exams becoming widespread, these courses have evolved, and their number has increased nationwide. The competitive atmosphere of the preparations for university entrance exam results in parents' using every means available to support their children's education by means of private courses and tutoring. Private courses and the education they provide have frequently found place in Turkey's agenda, and been a constant source of debate. This study investigated the views of 7711 students enrolled at various schools in Ankara regarding their reasons for attending private courses and their views on them. As a result of this study, it was determined that students mostly got supplementary education to their school courses and that they preferred private courses due to the fact that these courses provide placement tests on a regular basis. Students think that centralized exams make private courses a necessity, that they are complementary where regular schools fall short, and that they have become a part of their education. Moreover, students also indicate that private courses should not be closed down.

Keywords: private schools, secondary school students

Paper ID: 0794

UNDERGRADUATE STUDENTS' PLACE ATTACHMENT TO CAMPUS: THE CASE OF DUMLUPINAR UNIVERSITY EVLIYA CELEBI CAMPUS

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Place attachment as a concept mainly referred in geography and psychology literature, has also become a prevalent concept in other areas of social sciences as well as marketing and tourism studies. The concept describes people forming affective bonds to certain places where attachment emphasizes affect, and place relates to the environmental settings to which people are emotionally or culturally attached. Affect, emotion and feeling are central to the place attachment which is influenced by various aspects of the setting.

University campuses are one of the focal points of undergraduate students' lives as they spend most of their time in the campuses as a setting or a place. Besides, for most of the undergraduate students university campuses could be considered as a place between home and society which could even affect their identities and their choices in life as well as their recommendations to others as an important factor in university choices. Thus, university administrations seek to improve campus appeal in addition to academic performance.

This research explores the influence of various aspects of campus environment on building place attachment of undergraduate students at Dumlupınar University, Kütahya, Turkey. Main research instrument is a questionnaire consisting of demographic information questions and scales concerning physical environment, social environment, cultural and academic environment, and place attachment and place identity. The study tries to measure the level of place attachment of Dumlupınar University undergraduate students and the effect of physical, social, cultural and academic aspects of the campus on place attachment.

Keywords: Place Attachment; Place Identity; University Campus; Undergraduate Students

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REPRESENTATION OF THE ORIENTAL -THE OTHER- BY MEANS OF PHOTOGRAPHY
A RESEARCH ON WORLD PRESS PHOTO OF THE YEAR

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One of the major problems in the modern world is 'othering'. In society there are a great number of mechanisms by which 'the othering' is produced. But Among these mechanisms, 'culture' and 'economy' are placed on the top, as they are more effective on the process. The concept of "Othering" can be observed in any levels of sociocultural structure from individuals or family to big social groups such as various ethnic groups or nations. A process of (re)production of 'othering': the discrimination between the East and the West has been increasing day by day from the past to modern-days. Nowadays, media have a significant role in terms of the production and reproduction of the concept of 'othering'.
In this study 'The concept of othering' in the media will be described in theoretical basis, and then the significance of visual representations such as photo, video, layout etc. for media and its effects on audience will be elaborated. The study also indicates how 'othering' is produced in the texts/contexts of media. The concept of 'othering' in photographs will be examined using the photographs awarded as the photo of the year from 1955 to 2013 by The Organization of World Press Photo. Consequently, the study will emphasize on the Western's perception of the image of the Eastern by means of photography and the media.

Keywords: othering, oriental, photograph

Paper ID: 0797

THE ATTITUDES OF TEACHER CANDIDATES TOWARDS HISTORY OF ATATURK'S PRINCIPLES AND REVOLUTIONS LESSON

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The purpose of this study is to examine the attitude of the teacher candidates of the Faculty of Education towards History of Ataturk's Principles and Revolutions Lesson. The study will be prepared in the quantitative paradigm, and the survey design will be used which will present the current image about the research problem.

The population of this study consists of 180 freshmen studying in Ordu University Faculty of Education in the primary education department, mathematical education department and pre-school education department in the Academic year of 2013-2014.

Ataturk's Principles and Revolutions Attitude scale used in the study was developed by Köçer and Demir (2009) and it consists of 40 items; 8 of the items are negative and rest of them are positive sentences. The scale was originally administered on 104 students at Fırat University and Cronbach alpha reliability coefficient was calculated to be 0,96. These results show that the scale is both valid and reliable for this study.

Under the light of the findings in the study, it is considered to be found out what is the attitude level of the students compared to the other similar studies and if the attitude of the students towards history lesson differ on the basis of their departments, gender or not. The results will also be helpful to determine the applicability of the survey within the different samples in the field.

Keywords: Teacher candidates, revolution history, attitudes

Paper ID: 0799

ACCORDING TO MACRO HEALTH MANPOWER PLANNING DISTRIBUTION AND NUMBERS OF HEALTH MANPOWER IN TURKEY FOR THE PERIOD OF 2002-2012

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Health care services requires sufficient number of health personnel such as physician, nurse and the other health professionals. The shortage of health manpower especially physician and nurse is the most important topic for the health institutions and health sector. The other important topic is that distribution of health manpower should be in a balanced across the country. Health manpower planning includes planning, employment and management of health workforce. The main objectives of this study are determine health manpower numbers (physician, nurse and other professionals), compare the data to other countries, distribution of health manpower, proportion of health employees to each other for the period of 2002-2012. The major criteria used in health manpower planning are that the numerical situation of manpower, while the other is distinguishes of manpower according to the regions, provinces and institutions. The Ministry of Health of Turkey Health Statistics Year Books (last one published in 2013 for 2012 data) and the other statistics were used for obtaining data. In Turkey, physicians total has increased by 41,1% while nurses 86,3% in this period. The percentages are varies for specialist physician, general practitioner, medical residents and other health manpower (dentists, midwife, technicians, etc). On the other hand 62, 4% of physicians total were working in the Ministry of Health in 2002, while 56.8% in 2012. In 2002, Turkey had 139 physicians per 100.000 populations while the number is 172, in 2012. The percentages differs for the other health manpower.

Keywords: health manpower, health manpower planning, density of health workforce

TEACHER-CHILD INTERACTIONS DURING STORYBOOK READING: THE IMPORTANCE OF PRINT AWARENESS

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Teacher–child interactive storybook reading has been described as one of the most important activities for facilitating young cahildren's language abilities and emergent literacy skills needed for later reading acquisition. This study examined the reading behaviors of teachers and preschool children with mental retardation across storybook readings. Six students between 4 to 6 years old, with mild mental retardation and six teachers participated in the study. In order to identify reading behaviors of teachers and students while reading picture books with written stories a set of books were chosen. These books were chosen for its length, detailed pictures, simple text and familiar story events. The pictures provided in the books had provided similar representations of the characters, actions, objects, and event described in the text, with story episodes reflecting a temporal order between events. Study was realized at empty classrooms in the schools where the teachers worked. Teachers were told to read the books to the students as usual they did. Readings were recorded by a video camera. The communication information of each teacher and child was transcribed from the video recordings and coded for analysis. Records were investigated by two independent observers and inter observer integrity was calculated. Results were discussed and recommendations for practice and further research were provided.

Keywords: Emergent Literacy, Print Awareness, Mild Mental Retardation, Storybook Reading

Paper ID: 0803

OPINIONS OF PRE-SERVICE TEACHERS ABOUT ENVIRONMENTAL PROBLEMS

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This study aimed at the determination of the awareness and sensitivity of the pre-service teachers about the national and global environmental problems, the activities they can use for the promotion of environmental consciousness and their opinions for the solution of these problems. This study also dwelled upon to find out whether social and academic sensitivities of pre-service teachers vary according to their gender and academic departments.

The sample of this study was constituted by 180 pre-service teachers studying in the first year in Faculty of Education, Ordu University in 2013–2014 academic year spring term. The data were collected by questionnaires. The scale used in the study was developed by Karadayı (2005) and adapted to its latest form by İbiş (2009) and Cronbach alpha reliability coefficient was calculated to be 0,96, which means the scale was reliable.

The data gathered in this study will be evaluated by the use of frequency and percentage tables, independent samples t- test, and One-Way Anova analyses.

The results of this study will be considered to be indicative of pre-service teachers' opinions about the most important national and global environmental problems, the most effective group for the solution of environmental problems, in what age the environmental education should be started.

The social and academic sensitivities of the pre service teachers according to their gender and departments will also be evaluated.

Keywords: Pre-service teachers, environmental education, environmental problems

STUDENTS' PERCEPTIONS AND APPROACHES TO WORKING WITH STREET CHILDREN

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Aim; the students studying at the university, with the children working on the streets in daily life is often interact and communicate with them in a positive-negative of these young people; Besides working with street children an awareness of the outlook, attitudes and approach is to identify.
Method; Our study questionnaire prepared under the Faculty of Istanbul University students taking samples at gender equality by allowing us to investigate the total of 131 participants were randomly selected and interviewed face to face with all contributions are provided.
Findings and Conclusions; First, about the importance of working street children in order to make assessment desired by men and women the same result in the first three shows. Parents of children who are forced to work because of bad habits, children with their parents separate or die, and children suffering from financial difficulties expressed by the research students we have become the most preferred answers. As a result of the state's most significant shortcomings of this problem enough to show sensitivity to this issue and vocational elements are few and inconclusive results as were achieved.

Keywords: children working on the streets, young people's perceptions, violence and abuse

Paper ID: 0806

ORGANIZATIONAL COMMITMENT IN NON-GOVERNMENTAL ORGANIZATIONS: THE CASE OF AKUT

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Many factors like technological developments and velocity of circulation of knowledge that knows no boundaries has paved the way for serious changes to be occurred in today's global market environments. The concept of commitment in terms of business organizations that struggle in relentless competitive environments has become much more important with each passing day. On one hand, organizations are competing with each other for customer commitment; on the other hand they also strive for employee engagement that has been evaluated as a key element in the process of accessing to customer commitment.

Change and development have brought about the importance of a set of notions in organizational structures and philosophy as well as production processes. Within this context, Organizational Commitment that is defined as "being approved of Organization objectives and values in a high level, having vigorous endeavors and efforts in process that is acquired the objectives of the organization and desiring to be in the organization potently" has been a concept drawing ,as days pass , the attention to itself in Business World. In today's business world, it is inarguably acknowledged by both academicians and practitioners that only financial possibilities are not enough in order to continue with the knowledgeable and qualified employees and to reduce employee turnover rate as far as possible in respect of either private sector, public sector or Non-Governmental Organizations, regardless of the aim to derive profit or provide social benefit, in the process of obtaining maximum efficiency.

The aim of this study is to determine the level of organizational commitment of AKUT(Search and Rescue Community)'s members working with the philosophy of volunteerism, that has been especially recognized with 1999 Izmit earthquake and being a first in the field of search and rescue and which has led other embodiments In Turkey. For this purpose, using "Organizational Commitment Scale" which was developed by Meyer and Allen (1991), a survey application has been conducted for the members of AKUT and with this study; dimensions of emotional continuity and normative commitment are examined.

Keywords: emotional commitment, continuance commitment, normative commitment, organizational commitment, AKUT

Paper ID: 0807

INVESTIGATION OF HISTORICAL CHARACTERS' APPEARANCE IN TURKISH REPUBLIC
REVOLUTION HISTORY AND KEMALISM COURSE BOOKS

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T.R. Revolution History and Kemalism courses have a crucial function in our educational system in terms of making people embrace governmental ideology, teaching them recent national history, and constituting citizenship acquisition. In constituting the acquisition of behavioural and cognitive changes in these three target areas, the topics that are covered in T.R. Revolution History and Kemalism course books, and format and presentation of these topics have altered in time, whilst the existence of historical characters have not changed. This study is a qualitative study, and the data were gathered through document analysis. The study presents important data about historical characters that take place in some old T.R. Revolution History and Kemalism course books in addition to the current course books, and the comparison and an overall evaluation of these old and new course books.

Keywords: Historical Characters, Revolution History, Course Books

Paper ID: 0808

THE ROLE OF FAMILY AS CONTROLLER AND BALANCING ELEMENT IN CHILDREN AND TELEVISION RELATIONSHIP AND SCHOOL-FAMILY COOPERATION

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Television is one of the indispensable entertainment tools of the children. That is why, type of relationship between television and the child always has been the subject of scientific investigation by awakening a curiosity. There has always been a debate whether television beneficial or harmful. However, it has been emphasized that "source of entertainment" have also instructive parties in such a relationship. For this reason, television has been accepted as a socialization tool like family and school. But there is a disagreement about the role of television in the child's personality development and socialization.

Do television exactly correspond the meaning attributed to it as being an instructive element in children life who try to understand and comprehend of life? Is television really a good and sufficient guide for the child? What is the role of television in the child's personality development? Is family-school cooperation adequate in supervising the form of this relationship? In this paper, the answers to these questions will be sought, and suggestions will be made to solve the problem.

Keywords: children, television, family, school, personality development, socialization

Paper ID: 0809

THE EFFECTS OF ETHNIC, LINGUISTIC AND RELIGIOUS DIFFERENCES ON DEVELOPMENT INDICATORS

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In the development process of communities, there may be two factor groups. Firstly factor is that the promotion of physical and economic standards such as national income, growth, development, and then secondly the progress in terms of socio-cultural and human capital also play an important role. The second group of these progresses was given importance ones of social capital factors especially in the near term. Although The presence of these factors provides social and cultural wealth for the country, interactions within the sub-components of the factor may also form a team problem or problems. Ethnic, cultural, religious differences and inequalities in income distribution can lead to security problems in the country. On the other hand the country's problems with environmental and/or other countries problems also are handled in the context of external security issues. To the extent of the problems experienced in internal and external security; security and defense expenditures constitute increasingly important expenses. In this study, we will examine the relationship between economic development and presence of heterogeneity index associated with that there are ethnic, cultural, religious, and income differences for different countries, and test with different statistical and econometric criterias.

Keywords: Economic Development, Fractionalization, Security Expenditures, Canonical Correlation

THE OPINIONS OF THE TRAINEE TEACHERS REGARDING TEACHER EMPLOYEMENT, PROFFECIONAL FUTURE AND EXPECTATION STANDARD

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This study will be carried out with a view to expose how trainee teachers see their proffecional futures and how their life will be affected in the event of employement as teachers.The data, will be collected from the source which is totally open-ended, formed with four questions developped by Şahin (2011). For data analyzing, content analyze of qualitative research method will be utilized. In the findings which will be obtained by this study, the conclusions such as; whether the participants chose the field they study willingly, whether they are eager to be teachers or not, their opinions about substitute and temporary teaching, their opinions about whether they would be working anywhere in the country, their thoughts about their proffecional futures, and which direction their lives will be effected when they are employed as teachers will be attained. The research will be actualized at Aksarat University, Faculty of Education, on 3rd and 4th grade students. The sampling of the research will be consisted of the 4th grade students of Social Studies Education, Primary Education, Guidance and Science Teaching departments. The data will be collected from the source which is totally open-ended, formed with four questions developped by Şahin (2011).

Keywords: Trainee teacher, employement, proffessional future, expectation standard

Paper ID: 0813

MILITARISM IN NEW TURKISH CINEMA AS A MECHANISM FOR CONSTRUCTING MASCULINITY

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Modern nation states has used nationalism and manliness as their essential elements of existence in bringing the masses under a common roof. As a result, militarism, with its convenience to the flourishing of nationalism, has proven to be a fundamental means for putting, and securing the reproduction of, manliness in the center of the ideology as a foundational element.

As for militarism in Turkey, it can be said that it uses masculinity as the most fundamental property in determining the nature of the citizenship relationship of individuals both to the state and the society. Besides being a subject matter of law, such a process as compulsory military service is a more significant fact culturally in terms of its impact on the development of the relationships between male individuals. The fact that today military service is much less promoted and its unquestionable status as a founding element of masculinity has been shaken is owed largely to the leading role of art. Daring movies produced in those ages when the questioning of militarism from a social aspect, and thereby of its role in the construction of 'masculinity', was merely consisting of the limited efforts of some very rare individuals should be construed as significant steps in their contribution to the questioning of the issue and to the creation of public debates.

In this study will be discussed how the construction of the identity of 'masculinity' in respect of militarism is interpreted by the language of cinema, particularly by the language of the post-2000 Turkish cinema called New Turkish Cinema. In this regard, it will be examined by the method of sociological and ideological criticism how masculinity is concocted in movies such as Yazı Tura, Dağ, Vatan Sağolsun, Çoğunluk and Zenne that take, and question, militarism as their central subject matters.

Keywords: Masculinity, militarism, new turkey cinema

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PERSONALIZATION, POPULISM AND POPULARIZATION IN THE EUROPEAN ELECTIONS OF 2014: THE ITALIAN CASE

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The stunning victory of the Democratic Party led by Matteo Renzi, and the debacle both Silvio Berlusconi's Forza Italy and for Beppe Grill's 5 Stars Movement, in the 2014 elections for the European Parliament, cannot be attributed only to communicational causes. However, especially with regard to the two main contenders, Matteo Renzi and Beppe Grillo, it is reasonable to assume that the communicative performances, and specifically the television ones, have played an important role in "assisting" the voters' decisions.

One element of interest, in this context, is the possibility to compare three different models of highly personalized political communication (Graber, 1980; Patterson, 1993; Calise, 2010), of more or less veiled populist message directed to an electorate with a slight political affiliation (Mény, Surel, 2001; Taguieff, 2002), of the declination of the so-called "pop politics" (Street, 1997; Mazzoleni, Sfardini, 2009).

The main interest for a research that is based on the presence of the three leaders of in-depth political talk shows in the three weeks preceding the vote, it is that to find, in the comparison of the performances of Berlusconi, Grillo and Renzi, the traces of three different models of "pop politics". That of Comedian of politics Berlusconi (Prospero, 2010); that of who was the winner in forecasts, the comedian worked in politics Grillo; that of Matteo Renzi, awarded for its greater simplicity, but able to very effectively demonstrate its ability to contamination with the styles of "pop".

Keywords: personalization in politics, populism, pop politics, talk shows, european elections

Paper ID: 0817

NEW MEDIA BASED LEARNING PRACTICES; USE OF SOCIAL NETWORKS, WIKIS AND BLOGS AT UNIVERSITY EDUCATION IN TURKEY

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The rapid developments in information and communication technologies, affecting every aspect of life at the end of the 20th century have led to a digital revolution which created a new virtual world including virtual offices, virtual stores and even virtual classroom environment. In this context, working, shopping, educational and learning practices have been transforming for decades. All of these developments and the new media tools provide individuals to reach information sources in an easier and unmediated way, enable instantaneous, interactive communication and information-sharing.

Today the whole world of web technology, for the need of access to information in terms of providing enriched learning environments are becoming widespread use for educational purposes. Especially Blogs and wiki technologies have supportive role in active learning, constructive learning, cooperative learning and group working learning methods in educational processes. Those social networks are also considered for their positive effects on students' critical, analytical, creative and intuitive thinking and learning skills while making a contibution in information society access as well.The aim of this study is to reveal how and at what rate the social network sites, wikis and blogs are used at the level of higher education in Turkey in general education activities. For this purpose, an online survey was conducted at the universities across Turkey among the lecturers. As planned an exploratory study for this research the survey was designed with open-ended questions. Based on the research findings of the study, use of blogs for higher education planning model has been presented in the end.

Keywords: New Media, University Education, Blogs, wikis, social networks

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UNDER THE SCOPE OF GREEN MARKETING, THE EXAMINATION OF GREEN PRODUCT PURCHASING BEHAVIORS OF VOCATIONAL SCHOOL STUDENTS IN TERMS OF SOCIO-DEMOGRAPHICAL VARIABLES

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As a result of rapid developments in technology, the high variety of human needs resulted in extreme destruction and pollution of nature. Continuity of human life in good conditions and feel safe about his future can only be achieved by consuming the resources logically and without destroying the nature. In recent years the effects of changes in environment increased the importance of green marketing concept together with many other concepts.
In this study, the relations between the socio-demographical properties of vocational school students and their green purchasing behaviors have studied.. In order to provide the necessary data, a survey study was performed. The data showing the green product purchasing behaviors of vocational school students in terms of socio-demographical variables were analyzed and interpreted.

Keywords: Green Marketing, Green Product, Green Consumer, Environmental Awareness

DEVELOPMENT OF RETAİLİNG SECTOR AND FACTORS AFFECTİNG THE COMPETİTİON IN FOOD RETAILING

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In retailing industry, which is one of the rapid growing sectors in last years, food retailing has become an important concept with the increasing competition resulting from globalization. Developments in the food retailing sector in Turkey have resulted in rapid changes in traditional shopping and consumption patterns and thus chain big retailers emerged in the last years. These changes of retailers which have a rivalry and a coflict of market expanding have been trying to impress the consumer with their different characteristics. Taking place in the competitive market, food retailers attempt to gain a competitive advantage against their rivals with their product selection, product placement, service quality, pricing alternatives, store location and store atmosphere. The purpose of this study is in the light of recent developments in the retailing of food retailing is to investigate the factors affecting the structure of competition.

Keywords: Competition, Retailing, Food Retailing

ANALYSIS OF 'SILENCE' BEHAVIOUR OF ACADEMICIANS IN TERMS OF CULTURE AND PERSONALITY

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Silence, is a paradoxical phenomenon with various and complex meanings in different contexts. This article conducts a theoretical analysis of the 'silence' phenomenon, one of the most evident patterns of behaviour predominating Turkish universities, with a focus on culture and personality. The phenomenon of silence is discussed with a focus on 'personality', in that it points to unique behavioural patterns of academicians, and on 'culture', in that it involves moral codes ascribing meaning to behaviours and because people usually behave on the basis of cultural formation.

Keywords: Academian, personality, culture, silence, university

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INTERNATIONAL TRADE AND BRICS FACTOR MARKETS

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Purpose: The aim of the study is to assess the degree to which International (Trade) will contribute to BRICS factor markets. The factors markets shall mainly consist of demand and supply of labor as well as wage determination.

Design/Methodology/Approach: The methodology adopted was based on secondary analysis of resource materials. Thus, it was critical to review data from existing resources on similar topic and themes.

Pending analysis: Data has been computed from the period 2008 assessing the trends of trade in BRICS since the period identified. The analysis also interlinks the same with the trend in demand and labor supply in BRICS including how they have had a supported relationship. The demand for labor is a derived demand since it derives from the demand for the product of labor. This implies that the greater the demand for the product the greater will be the demand for labor. Thus the research demonstrates how trade in BRICS has boosted the trend in demand or supply for labor. Hence, by looking at trade statistics especially for certain products the level of demand for the same will be assessed; thus show if there is any supported relationship between highly traded goods in BRICS and their demand or supply including their production. Further, by identifying the trend in demand and supply the researcher will articulate on the main sectors involved and how such has influenced wage determination.

Research limitations/Implications: In future, a related research may be performed but with the scope of demonstrating empirically the contribution of trade to labor demand and supply in BRICS region.

Practical Implications: The trends in demand and supply of labor as well wage determination would be enhanced more if trade will be more directed to the same.

Originality/Value: This current analysis has achieved a coherent report that may be applicable to BRICS region in how international investment (trade) may boost the demand and supply of labor.

Keywords: BRICS, Trade, Factor Markets, Labor

INTERNATIONAL INVESTMENT AND DISPUTE RESOLUTION METHODS IN TURKEY

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The principals of international investment in Turkey is based on Turkish Constitutional Code and Turkish Foreign Investment Law, additionally, in bilateral and multilateral international investment agreements which Turkey is a party. Investors are being protected in Turkey in terms of economic, political and legal risks by aforesaid principals. In case of a dispute to be arisen out of investment between the investor and host country, relevant dispute may be resolved through arbitration. Pursuant to Article 10/2 of bilateral investment treaty (BIT) signed between Republic of Turkey and Russian Federation, disputes may be resolved by authorized courts of contracting country or arbitration. Our presentation aims to set forth the principals of international investment in Turkey and dispute resolution methods for Russian investors.

Keywords: dispute resolution methods, international investment

Paper ID: 0827

RIGHT TO A FAIR TRIAL REGARDING TURKISH LAW OF CIVIL PROCEDURE IN CONSIDERATION OF EUROPEAN CONVENTION OF HUMAN RIGHTS AND THE DECISIONS OF EUROPEAN COURT OF HUMAN RIGHTS

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Humans have fundamental rights and freedoms, from simply being a human, prior to being a citizen of a state. In our era, human rights and freedoms exceeded the boundaries of states and became a universal concern. The two closely related principle: the right to a fair trial and the rule of law have a major function in preserving human rights. The right to a fair trial has a fairly wide range of practice. As a fundamental human and judicial right, it's acknowledged and practiced in both criminal and civil procedures of law. The general framework of this study is constituted on the first paragraph of Article 6 of the European Convention of Human Rights; which evidently lays out the right to a fair trial and principles of procedural law. Third paragraph of Article 6 is also taken into consideration, as long as it's consistent with structure of the law of civil procedure and with anticipation of increased effectiveness of actualization of the right to a fair trial.

Keywords: European Convention Of Human Rights, The Decisions Of European Court Of Human Rights, Fair Trial

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TRY TO READ CHILD AND INFORMATION TECHNOLOGY CRIMES VIA MOVİE: DISCONNECT

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"Information Technology Crimes" (IT crimes) are commonly known as "Computer Crimes", "Cyber Crimes", "Internet Technology Crimes", "Digital Crimes". The varied proliferation of these colloquialisms indicate that these crimes are becoming more and more common in Daily life. The 1999 "Information Technology Crimes" report drafted by the United Nations and European Union clearly defines types of crimes. The basis of commiting crimes establishes the differences between crimes.

Emotional harassment and intimidation is also possible on the internet. Is it possible for a child to deal with being exposed to these?

For the new generation of children, defines as the screen generation, the internet has become an integral part of their lives. In addition to their social lives, they also live lives in virtual communities. There is an important connection between their acts in their virtual communities and their social lives. These elements are in constant interaction.

The movie Disconnect is not an example of how dangerous ignorant use of social networks is, but rather how dangerous people can be.

The subject of this film is to put forth communication issues that the screen generation and their peers may face, while providing examples for IT crimes. This study analyzes this film regarding communication with children and IT crimes.

Keywords: Children, Internet, Communication, Cinema, New Communication Technologies, Information Technology Crimes

UNDERSTANDING THE CONSEQUENCES OF NEO-LIBERAL AGRICULTURAL POLICIES THROUGH THE LENS OF WOMEN SELLER IN BAZAAR: THE CASE OF BOLU CITY-CENTER BAZAAR

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The main purpose of this paper is to understand the problems that the village women, who produce agricultural and diary produce and sell them in Bolu city-center bazaar, have faced and their expectations from the state. Indeed, the purpose is to shed light on the consequences of the transformation policies in agriculture and livestock sectors through analyzing their identified problem domains and expectations from the state. The most commonly identified problem areas by these women include the followings: reduction in their selling, thus, lowering their income, due to spreading of chain-markets and utilization of credit cards; the high price of inputs such as seeds, pesticides, animal feeds; high price of fuel oil; and low price of their produces. One of the biggest requests from the state is providing subsidy for farmers. As a result, these women have being directly experiencing the adverse impacts of neo-liberal policies, and their discourses on the expectations from the state reflect a confrontation with neo-liberal policies.

Keywords: Women Seller in Bazaar, Problems, Expectations, Agricultural and Livestock Policies

Paper ID: 0831

UNFOLDING PARADOX: WHETHER TO USE WATER IN THE SERVICE OF ENERGY SECURITY AND CLIMATE CHANGE MITIGATION OR FOR ECOLOGICAL AND SOCIETAL SUSTAINABILITY IN THE ERA OF CLIMATE CHANGE?

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When Turkey began promoting small run-of-river hydro-power facilities (SHP) as part of its renewable energy development policy, public opposition arose in many regions and from a diverse cross-section of society. This paper examines the nature of the public opposition over SHPs in Turkey by drawing selectively on Harvey's notion of accumulation by dispossession as well as sustainability and the frame analysis literature. Our findings indicate that while the Turkish government has framed water as a resource for energy security, economic growth and climate change mitigation, opposing groups have framed water primarily as a common good and a resource for ecology and other systems.Viewed through the lens of the collective action frame of SHP opponents, the Turkish government seems to be integrating climate and energy policy, but fails to take into account concerns regarding the integrity of freshwater ecosystems, and local social and cultural systems that depend on healthy ecosystems.We call this situation as "hydro-power renewable fix."Studying this conflict has revealed a broad unfolding paradox: whether to use water in the service of energy security and climate change mitigation or for ecological and societal sustainability in the era of climate change. Thus, we argue that to manage climate change and to sustain water resources and ecosystems, integrated and coordinated policy-making among climate, energy, water and environmental policies must be promoted.

Keywords: Hydro-Energy, Climate Change, Water Conflict, Sustainability, Ecosystem

THE PERSPECTIVE OF COVERED UNIVERSITY WOMEN STUDENTS ON EDUCATION AND
EMPLOYMENT

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By drawing on the social constructionist perspective, this paper analyzes the opinions, experiences and expectations of university women students who cover their hair about education, work and marriage.

It is unfortunate that there exist some stereotypes in society about covered university women. One of the stereotypes is that these women are more likely to marry and sit home rather than to participate in the labor market, so why provide them with university education.

Our findings challenge this simplistic thinking. Contrary to this stereotype, our respondents expressed their willingness to participate in the labor market and explained why they want to have higher education, participate in the labor market. We argue that their explanations have some significant implications for gender studies.

Keywords: Covered University Women, Education and Employment, Turkey

NEW MEDIA AND EXHIBITIONISM; DISCUSSION ON "SELFIE" PHENOMENON

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We are living in a globalizing world which compresses time and space, makes a redefiniton of these terms necessary. The age we live in is the age of information in which the formation, development and diffusion of telecommunication technologies following the industrial and agricultural revolution. The "information" society which shapes and is being shaped by the information age is facing the case of sieging being besieged by the development of "data" net. Here the case it an event in which the traditional media steps back and the new media and the information created by new media forms a reality. Especially by the introduction of internet to the human life made the velocityand effects of change uncontrollable. Social media, which we face as a scape of new media in the cyberspace that borders and (mostly) control is wiped out, makes its effects felt in various areas and genres. Hence, the use of social media by over one billion people forces the redefinition of the "sharing", itself in terms of time and space as stated above. In this study, we discuss the "selfie" (which has recently became a phenomenon all around the world) in the framework of the presentation of the self in the everyday life.

Keywords: New media, social media, exhibitionism, selfie phenomenon

Paper ID: 0834

THE EFFECTS OF BELIEF IN JUST WORLD AND GENDER ON ACADEMIC PERFORMANCE

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According to Lerner's (1965) Belief in Just World (BJW) hypothesis, people get what they deserve. BJW effects wide ranges of psychological phenomena. It has found to be related to achievement behaviours. People who have higher levels of beliefs in just World displayed higher level of task performances. They have more confidence in that their goals will be successfully realized in the future. They also believe that their efforts will be rewarded. BJW may act as a motivating factor for better academic performance too. However, few studies examined the relationship among academic performance, gender and belief in just World (see for a review, Dalbert, 2009). In relation to this, the current study was conducted to examine the relationship betweeen personal and general just World beliefs , gender and academic performance. The participants involved 154 university students in Bishkek. The preliminary results showed that the more students believed in just World the more successful academically they were .

Keywords: Beliefs in Just World, Gender, Academic Performance

GENDER DISCRIMINATION ACCORDING TO PERCEPTION OF FEMALE SUPERINTENDENTS

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The aim of the research is to determine the gender discrimination according to perception of female superintendents. Fort the research fifteen female superintendents were interviewed with in the USA. Teachers were asked the following four questions. 1. As a female superintent what kind of gender discrimination have you experienced? This discriminatory behavior might have originated from your superiors, inferiors, students' parents, etc.. Please write about them briefly by giving example. 2. What were the causes of this gender discrimination? Please write about the causes briefly. 3. How have you handle and overcome, or fight against the gender discrimination? Please give some examples. 4. What do you recommend to female superintendents who are exposed to gender discrimination to continue their life as a successful superintendent? Data were analyzed by content analysis. It was concluded at the end of the study that there were very few female superintendents and female superintendents experienced gender discrimination.

Keywords: gender discrimination, female superintendents

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AN ANALYSIS OF ORGANISATIONAL TRUST AND JOB SATISFACTION OF THE TEACHERS WORKING IN PRIMARY SCHOOLS (GAZİANTEP SAMPLE)

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The objective of this research is to find out if the level of trust primary school teachers trust in their schools has any relation to their job satisfaction. The teachers working in primary schools located in Şahinbey district of, Gaziantep/Turkey in 2011-2012 education year constituted the population of this research. 517 randomly selected teachers working in 17 schools located in the center of Şahinbey district of Gaziantep constituted the sample of the research. In order to collect the data, a scale with three sections was used. The first section is about the information about the respondent teachers, the second one includes the items regarding the organizational trust of teachers in their schools, and the third one contains the items about job satisfaction of the teachers. The data collected through this research were analyzed through "Average", "Standard Deviation", "T Test", One-Way Analysis of Variance", "post hoc Multiple Comparisons Test" and "Pearson Product-Moment Correlation Coefficient. The level of teachers' organizational trust in their school was found to be at the "mostly" level while their job satisfaction stood at "tolerable" level. Analyses were also done to determine whether the respondent teachers' averages differ according to some independent variables such as their gender, age, seniority, the time of the service at the same school, teaching seniority, subject specialization, educational level and the school they graduated from. The results obtained show that there is a statistically significant difference (p<.05) among subgroups formed according to sex; while there is not any statistically meaningful difference (p<.05) among averages of the subgroups formed according other independent variables and that a positive linear and meaningful relation exists between the teachers' organizational trust in their school and their job satisfaction.

Keywords: Organizational Trust, Trust in School, Job Satisfaction

ADMINISTRATION'S RESPONSIBILITY IN TERMS OF HEALTH SERVICES AND REFLECTIONS OF PATIENT RIGHT REGULATIONS TO THE DECISIONS OF ADMINISTRATIVE JUDICIARY

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The subject of this study; is to explain administration's responsibility in health services carried out by public bodies and institutions.

Therefore, subjects such as the concept of responsibility, administration's responsibility with fault in other words service failure, its features, concrete aspects of service failure such as; malfunctioning, late-functioning and non-functioning of the service, and administration's responsibility without fault shall be discussed together with sample cases like complication and malpractice.

In order to explain the differentiation of service failure from the personal failure of the public officer health personnel, both service failure-personal failure distinction and service failure-functional failure distinction shall be mentioned. Distinction of service failure and functional failure is important in terms of whether or not the administration can recourse to public personnel. In cases where service failure engages with personal failure, in other words in a case where there is the health personnel's personal failure, there may also be service failure. In that case, administration's responsibility is not discharged, but contrarily it continues.

Matters such as; service failure and illegality, intensity of the failure (gross fault-slight fault), proving the failure and failure presumption, responsibility without fault, and joint responsibility arising especially from working together at the surgeries, shall also be mentioned.

It is observed that, in cases born by the violation of patient rights regulation, patient rights do not appear enough in administrative judiciary's decisions. Administrative courts generally evaluate the violation of these rights within administration's service failure.

The purpose of this study is; to display that victims whose rights are violated and who bring action are not given full satisfaction by the decisive judgement.

And so our suggestions are as follows: Experts' -of medical doctors- reports should be restricted only with "technical subjects". Moral compensation should be deterrent in terms of offender. Administrative courts should not wait for the decision of penal courts regarding financial responsibility and they should not relate with their own decisions. About the structurally-compromised health services, instead of gross service failure they should decide in accordance with "responsibility without fault" pursuant to social risk principle – for states that declare themselves as social state under rule of law - .

A reasonable period of time has to be determined for cases where "time limit" has not been set as to when the matters delivered to experts shall be replied. There are also situations where "time" has been set but they should not be time limited. In a case of bodily injury caused by an administrative action, the plaintiff can not know about this permanent disability beforehand, so misses the term of litigation and suffers. In such situations there should not be "time limit". Finally these problems need to be eliminated both by amendments and judicial decisions.

Keywords: Patients rights, recourse, responsibility with fault (service failure), responsibility without fault, social state, social risk principle

WELL-BEING AND INVOLVEMENT IN CIRCLE TIME

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Well-being indicates one is doing well emotionally, is feeling comfortable with oneself as a person. A low level of well-being signals that a child does not succeed in fulfilling his/her basic needs like eating, being hugged, physical contact, more or less predictable environment, feeling accepted feeling a 'good' person etc.

An involved child concentrates his/her attention on a specific focus, wants to continue the activity and to persist in it, and is rarely, if ever distracted.

One of the most main attribute of involvement is motivation. An involved child is fascinated and is totally mesmerized in the activity, the time passes too quickly for the child. An involved child is extremely alert and sensitive to significant stimuli, releases an extensive amount of energy and experiences a wonderful feeling of satisfaction.

In this qualitative research we focus on the wellbeing and involvement level of the children according to circle time activities and teachers how they react if children low wellbeing level. Data consist of observations total 76 children from 5 different classes and a focus group interviews with seven teachers from this classroom. 'Leuven Wellbeing and Involvement scale' used for observation. Questions for the focus group interview were prepared by the researchers. The tool focuses on two central indicators of quality early years provision: children's 'well-being' and 'involvement'.

Keywords: well-being, involvement, preschool, circle time

EFFICIENCY IN ACCOUNTING EDUCATION AND DEVELOPMENTS WHICH INFLUENCE SUFFICIENCY

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Information which accounting as a system of information produces should fit to the need and be sufficient in decision making process which user engages. If the insufficiency or non-existence of the given information can influence the economic decisions of users, this information is appropriate and significant. Within this context, efficiency and sufficiency of information are the factors affecting the significance and accordance to the need. With the transition from industrial society to information society, information has been included among the factors of production. Accounting education is received in education institutions. Closing the gap between accounting applications and the fields in which accounting information is used, and accounting education will be provided by increasing the efficiency of accounting education. In order to evaluate sufficiency of accounting information, aim of the given course, program sufficiency which the course generates, determination of course content should be done and the outputs resulting from education should be measured. Hence, making accreditation is necessary. Accreditation Council of the American Assembly of Collegiate Schools of Business (AACSB) as an independent institution which accredits accounting programs given in the higher education institutions in this field stated that education system in which the outputs, which can be expressed as information and skills individuals gain in higher education institutions, are produced, is affected constitutively by students, instructors, financial resources, education programs and physical infrastructure, and it formed its accreditation standards in line with these criteria (Çelik & Gürdal, 1999). The Europe of Knowledge, with its consciousness on shared values and integration to a common social and cultural field, aimed at giving its citizens necessary and sufficient knowledge to fulfill their new needs. For this purpose, European Credit Transfer System (ECTS) has played an important role in developing student mobility and international curriculum. There have been studies on ECTS in education units which give accounting education in our country and forms have been created related to this process. However, due to lack of a standard study, there have been different regulations for the same course. Such a standard study can only be realized through accreditation. The Bologna process has played an important role regarding this issue. Further, there have been some leading international studies in the field of accounting education and the most important of all is the International Education Standard (IES). These standards are also vital developments in terms of sufficiency and efficiency of education. In conclusion, increase in efficiency and sufficiency of accounting education can be accomplished through implementation of international education standards and accreditation processes.

Keywords: Accounting Education, Efficiency, Sufficiency

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HUMAN RIGHTS POLICY OF THE EUROPEAN UNION AND ITS REFLECTION TO THE TURKISH CONSTITUTIONAL LAW

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The purpose of this study is; to give examples as to how the principles related with "human rights" which are regulated in some international documents - such as The European Convention on Human Rights, The European Union Charter of Fundamental Rights, The European Code of Good Administrative Behaviour- approved or directly regulated by the European Union, are reflected in the Turkish law system.

Therefore the subject of our study is primarily as follows: The concept of human rights was not included within the early treaties of the European Union – as it was not in the content of economical purpose then. Later on it was observed that this caused the damnification of the European Communities member states' citizens. So The Court of Justice of the European Communities started to make references to the European Convention on Human Rights and to the decisions of the European Court of Human Rights. In following years The European Union prepared the European Union Charter of Fundamental Rights feeling the need of a human rights study of its own.

Secondly, the European Union Charter of Fundamental Rights has acknowledged and regulated the "right to good administration" – we may call as "citizenship right"- which is not included in the European Convention on Human Rights and hence the Charter has increased in importance. We shall examine the related principles of "The European Union Charter of Fundamental Rights" and "The European Code of Good Administrative Behaviour".

Thirdly, we shall exemplify that many provisions of the European Convention on Human Rights and the European Union Charter of Fundamental Rights have been reflected in the 1982 Turkish Constitution – together with the latest amendments and new provisions included.

The point we want to emphasize in this study is; to show/prove that at the present where it is possible to achieve international integration in many fields, integration is also possible in law, especially in "human rights".

Keywords: The European Union, human rights, The European Union Charter of Fundamental Rights, citizenship rights, The Turkish Constitution

PARTICIPATORY TECHNIQUES AS TOOLS FOR GETTING INFORMATION AND LEARNING

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By the time when the participation concept emerged in 1980s, approaches and techniques which provide mutual exchange between society and researcher started to be used during information retrieval processes rather than one way information flow toward researcher.

In participatory studies, many techniques, which society analyzes the realities of its own life through, reveal the covered realities, raise awareness towards these realities and as a result, contribute to learning and teaching process, can be used. In many cases when quantitative techniques become insufficient in specific to the research area, the deficient information can be learnt from people on site and directly.

Being used frequently in mutual learning processes and ensuring data richness and quality information, these techniques increase participation in the process through visual and interactive environments. These techniques which reflect the views of people, enable to obtain spatial, social and temporal data types.

In this scope, first of all, the objectives, scopes, materials, programming/timing, advantages and disadvantages of techniques used in participatory processes will be discussed separately and the discussion will be supported with many application samples. In this way, the techniques that can be used within the scope of the information type aimed to be obtained (spatial, social, temporal) will be classified and their differences will be revealed.

To experience the anticipated learning process and to reach the targeted participation level both for participatory group and researcher in social studies are directly correlated with the use of correct techniques. This study will bring suggestions to determine the suitable techniques with the consideration of the fact that results may differ by the structure of society.

Keywords: Participation, Participatory Techniques, Data Types, Learning –Teaching

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FRESHMAN EXPECTATIONS: THE CASE OF THE DEPARTMENT OF BANKING AND INSURANCE
IN A NEWLY ESTABLISHED SCHOOL OF APPLIED SCIENCES

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In a newly established school, expectations of priority may differ from one person to another. The fact is that either a school of higher education has been newly established or not, all of the university students have expectations. Figuring out and analysing these expectations are thought to support the information gathering and communication processes. With respect to this perspective, this study aims to focus on the freshman expectations and it covers the expectations of the freshmen in the department of banking and insurance in a newly established school of applied sciences in Turkey.

In this research, the freshmen were asked to write briefly about their expectations from the school of applied sciences. 55 freshmen out of 58 responded to this question and all of the 55 answers were valid. The answers were summarized under 15 items. For the reliability, volunteers were invited to face-to-face interviews. Among the freshmen, 21 of them took part in these one-to-one interviews voluntarily. The comparisons showed that no contradiction or no prominent difference was detected between what they wrote about their expectations and what they mentioned in the interviews.

Keywords: higher education, expectation, communication

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CONTROLLING CHALLENGE OVER BLACK SEA IN 21ST CENTURY: RUSSIAN POLICY

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The purpose of this study to examined controling policies of Russia over Black Sea in 21st Century.This Study was carried out by document analysis. The Data of study were complied from written and visual media and political history literatures.The result of this study, it is clear that Russia has getting enchanced its sovereignty on Black Sea from the begining of the 21st century.The most remarkable indicate of these politics is anexed of Crimea by Russia.

Keywords: Russia, Turkey, Black Sea

HOW CAN WE PAVE A NEW PATH FOR SOCIAL SCIENCES?
(THE EXAMPLE OF SOCIOLOGY AND SOCIAL WORK DISCIPLINES)

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While the natural scienes try to make generalizations by analyzing the causalities surrounding the earth, social sciences deal with explaining the meanings, or emphasis of our social world. In a different perspective, while the earth sciences prioritize expalining things and happenings, social sciences try to understand them.

The subject matter of social sciences is the realities created by human kind. All scientific disciplines are in interaction in the process of gathering information about social realities. No single field of science is capable of drawing a complete picture of the perceived social reality. Each social science discipline studies only the respective section of the social reality. Social reality, on the other hand, is an indivisible unit. All social science disciplines, therefore, are required to cooperate with each other in order to explain that unified field.

Social sciences, all in all, is a group of academic disciplines. Sociology and Socal Work are two major and interrelated members of this group. There is no doubt that these two disciplines have many things in common even though they also have difference of attention. Beyond this rather minor difference, however, some scientists have a tendency to lock themselves in some kind of academic 'ghettos' by converting these differences to a kind of professional chauvinism. This attitude, in turn, effectively blocks the progress of social sciences and poses a major problem in front of the field all together.

Starting with an example of sociology and social work disciplines, this presentation focuses on the barriers in front of the progress of social sciences as well as possible alternatives about how to break the impasse.

Keywords: Social Sciences, Sociology, Social Work, Discipline Ghettos, Professional Chauvinism

MANAGEMENT AND SUPERVISION OF ELECTION IN TURKEY AND RUSSIAN FEDERATION

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Having a key position for the democracy lock, the elections is of a mechanism with legal and political ways, which has the characteristic of being the most effective political instrument which puts one person or a few persons into power among the candidates of political power in order to build the individuals' futures. With its marks on political life, the efficiency of election brings a great importance to the concept of election as well.

The elections, the election management and supervision reveal their conceptual importance before, during and after the elections, especially in these periods whichin elections pose a problem. The most significant development which supports our expression, occurred in the United States of America during the Presidency election of 2000.

In the pre-electoral period, the electoral period and the post-electoral period, within the framework of positive election law, the election management and supervision must have a supervision mechanism suggesting that the elections be trouble-free, unconstrained and fair, that the electors present their choices accurately and authentically. The relevant characteristic will provide a basis for the manisfestation of democracy in real terms. Otherwise, a mechanism is required for auditing the claim of illegality and removing illegal issues if the elections are manipulated with illegal proceedings and actions. In this regard, when compared to the relevant democratic applications in the world democracies, the mechanisms, the most important actors of the mechanisms, their structures and their functioning in Turkey and Russian Federation will be dealt in, thereby, it will be also discussed how both countries correspond to each other from their evaluations under their own conditions and how institutional and functional structures will guarantee fair and impartial elections.

Keywords: election, management of elections, supervision of elections, fair and impartial elections

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MOBBING IN TURKEY: CASE STUDIES OF MOBBED IN THE WORKPLACE

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In today's workplace settings, a newly and well-recognized psycho-social problem affecting individuals' physical and mental health, personal and organizational productivity is becoming very often mentioned. In business literature this workplace bullying act is called "mobbing." Mobbing is done deliberately to force a person out of the workplace by humiliation, harassment and emotional abuse. As a result, victimized or mobbed individual may quit or lose his/her job, lose psychological or physical health, even collapse and commit a suicide. From the side of the organization; systematically and continuously applied mobbing creates hostile environments that affect every shareholder of the organization. Mobbing like a virus can spread throughout the organization via gossip, rumor and unfounded accusations. In other words, almost everyone can be a victim of mobbing or be a part of the mobbing group that is accused by mobbing.

Like many countries mobbing in Turkey is getting widely noticed and many scholars are working on constituting legal, moral, psychological, and physical solutions. Since many employees in Turkey see mobbing as an "innate part of work life" it is hard to define and understand the concept in the first place and spotting mobbing acts is one of the biggest issues to deal about the topic. Even though scholars haven't reached the exact numbers of mobbed employees yet, they estimate that the 30-35 % of the Turkish employees is among the victims of mobbing. A further step on mobbing researches when the mobbed are analyzed, women are placed in the first rank. When compared women are apt to be the victims of mobbing 75% more than men in the workplace. Also among the victims, women get more mobbed by the same race. Researches done worldwide show that women, mob each other more than men do mob them. In other words women mob each other more hardly.

The purpose of this paper is to remark attention to "mobbing" phenomenon that has destructive impacts on personal productivity especially on women side. Within this scope to gain broader understanding on mobbing, case studies on the topic will be discussed from the communicators' point of view.

Keywords: Mobbing, Mobber, Mobbed, Turkey, Public Relations

SPACE- TIME- BODY TRANSFORMATIONS IN MONSTERS OF HORROR FILMS

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From beginning to today, "horror" is one of the main concepts of the humanbeing. As a way of reflecting this notion in the context of "culture of horror", humankind exerts aesthetic and artistic executions in different productions; from sculpture to novels, from architectures to motion picture.

In this study, it is aimed to explore the relation between " monsters as being iconographical figures of horror films such as vampires, werewolves, zombies, etc." and "space-time-body" construction. The study will focus on Robin Wood's question of "What does the monster stand for?". In this way, monsters as iconographical figures in relation of space-time-body and their transformations will be given in the frame of presentation, narrative and representation contexts with different examples in horror genre in film history. Also examples that are produced last years from Turkey will be evaluated.

Keywords: horror films, mosters, the other, transformation

REFLECTIONS OF GATEKEEPING ON SOCIAL MEDIA

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As the technology develops and changes, the flow of information that is steered by those who are in control of the mass media and that addresses the environment from a single center underwent changes, as well. This single-centered structure went through a dissolution with the internet effect and a digital structure with multiple control centers and a multidimensionalflow of information formed. This digital structure entailed re-definition of functions of the traditional media, such as giving information, influencing the public opinion and setting the agenda. Gaining momentum together with social media, this period revealed the re-interpretability of gatekeeping, one of the mass communication theories. In this context, basic structure of gatekeeping has also changed and acquired a new dimension.
The purpose of this study, benefitting from literature review and content analysis management, is to analyze what kind of changes the functions of gatekeeping in the traditional media have underwent in the course of social media.

Keywords: New social movements, social media, Gezi Park, butterfly effect

HOUSING PRACTICES FOR DISABLED PEOPLE IN TURKEY

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According to the Population Census conducted in 2011, disabled people constituted 14 percent of the population of Turkey which was calculated as 74 million. In reference to the UN Disability Report, around 15 percent of the world's population live with disabilities. As it is so for every ordinary human being, owning a house, which meets the personal needs of the user, is the primary right of a disabled person; yet, a house is more than just a building for a large majority. A house reflects the personality, cultural background and vision of the user; and it seems obvious that it is so for a disabled.

In an accessible house it is expected for a user to meet his needs independently. For this purpose, the built environment supposed to fit the user in any condition and be adjustable to serve for a wide variety of users. Notions such as "accessibility" and "universal design" deal with the standards, which forms a basis for the optimum design of such a built environment. Within the light of these developments, some standards for building and zoning policies are started to be generated in Turkey, as well as in the world. Thus, the spatial organization, design and accessibility of the house is crucial for the life quality of disabled people.

The state funded mass housing projects in Turkey play an important role, as they appeal to almost all socio-economic classes of the community. In this study, good practice cases conducted by TOKI (Housing Development Administration of Turkey) will be analyzed in terms of its relationship with surroundings, access, usability and interior space quality.

Keywords: Disabled People, Accessibility, Universal Design,, House

CONTRIBUTION OF ERASMUS STUDY MOBILITY PROGRAMME FOR DESIGN STUDENTS IN EDUCATION

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This paper examines the drivers to Hacettepe University-Department of Interior architecture and Environmental Design (Turkey) students mobility through the Erasmus student mobility programme, This research was stimulated by the overrepresentation of interior architecture and environmental design department students in the Erasmus student mobility programme since 2007. Using a multi-methods approach, based on student interviews and survey, try to find the main drivers to Erasmus mobility for higher education design students. This paper discusses the factors to reveal the complex and interlinked influences that encourage students to undertake an Erasmus programme. According to the survey results and interviews, second language learning is identified as the main driver to the mobility of erasmus students. It is argued that the 'language' learning especially english, italian and spanish is the most important aspect to recruitment for students. Besides language, understanding the culture of european architecture is other important aspect to improvement the professional design knowledge and motivation. Importantly, this paper shows that erasmus programme has positive contribution to education and positive learning outcomes for design students.

Keywords: erasmus study mobility programme, design education

APPRENTICESHIP AND INTERNSHIP IN TURKEY IN THE CONTEXT OF ACQUITS

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The rapid change process in science and technology today has increased the demand for qualified workforce and therefore both apprenticeship, a traditional way of acquiring a profession, and internship have come to the fore to meet this demand. In apprenticeship and internship, professional knowledge of individuals are improved at work or theorethical knowledge is practiced and improved at work.

The main aim of this study is to evaluate the practices of apprenticeship and internship in Turkey in the context of the education system, legal framework and the acquis. In the study, the practices of apprenticeship and internship in Turkey were thoroughly investigated in terms of their legal aspects concerning vocational and technical education. To this end, the historical development of apprenticeship and internship in Turkey and the world and the international and national legal regulations were brought into focus. In addition, the practices of apprenticeship and internship in Turkey were investigated in terms of vocational education and labour and social security law and regulations by the European Union, the practices in certain European Union countries and European Union progress reports were investigated in the context of acquis. Apprenticeship and internship practices in Turkey have serious problems not only in regard to the organizational structure, training process and legal framework but also those arising from their implementation and the way they are perceived and understood. Taking measures to solve these problems in the context of acquis bear sigificance in the adatation process to the European Union.

Keywords: Apprenticeship, internship, vocational and technical education, European Union

SO LONG NATURALISM

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We need to design future with cities that recognize no borders, where dreams come true, where objects are not defined according to their looks and where squeezed elements are set free.

The study aims to improve the functioning of cities, define models that could easily be considered utopian and assess their viability in order to give dysfunctional cities a degree of functionality. The study also tries to raise awareness about urban planning by utilizing cities' resources and potential.

Analytical solutions are key when addressing environmental issues, taking into consideration various factors including, but not limited to, nature and ecology. The study aims to do away with the almost romantic relationship between cities and nature by avoiding ecological imitations and going beyond ordinary designs and botchy ecological solutions.

Cities are in urgent need of new tools to strike a balance between urban expansion and ecology, because new urban solutions in developing countries need to be living and sustainable. This can also be possible with specific urban models that could accommodate a design criterion for ever-changing cities, aka fast life: Living city model, hot plug city model, walking city model, capsules, instant city model. Speed and sustainability sharpen our senses, shape the environment and manage cities. Can cities that are designed as utopian turn into reality?

Keywords: naturalism, urban planning, designing, ecology, environment, utopia

THE ROLE OF EXPAD CORPORATIONS ON IMAGE BUILDING AND SUSTAINING PROCESS OF COUNTRY BRANDING

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(An Evaluation and a Project Suggestion on the Operation of Turkish Corporations from the PR Perspective)
In today's globalized world, if corporations desire a significant place and role on organizational and national level, have to work extensively on building strong and acceptable country images. Almost each and every country desiring to have an inevitable role on economic, social, and political decisions on international levels, seem to have understood the importance of country image building process and supporting it via the ongoing work of their expad corporations. Turkey as one of the countries attach great importance on its country image, works on various levels of the process with creating effective PR campaigns, building long-termed collaborations on social, economical, military, and cultural issues, lobbying on international level, and also with its expad corporations operating abroad. Among all the other country image supporting tools, expad corporations with their workforce and their performances are gaining increasing importance with every passing day. Expad corporations, planning and practicing both internal and external PR activities including all their shareholders stand out as one of the noteworthy tools of the country image process. Since these expad corporations undertake the above mentioned mission, they can take academic support on applying the scientific techniques of communication, apply long termed researches within the limits of strategic plans, and evaluate cultural values and motives of their host country within their PR activities.
In this paper, the country image concept will be discussed over the role of expad corporations and expad corporation brands with a PR perspective. Also the role of Turkish corporations operating in Russia with their responsibilities and practicable solutions on creating a positive image will be evaluated from a communication practitioner perspective via giving information on communication strategies and tactics, and also a project will be discussed over.

Keywords: Expad corporations, country branding, image building, country image

CREATING CRITERIA AND ANALYZING THEM AS PART OF BRANDING AND USING GENDER ROLES IN ADVERTISEMENT TEXTS PUBLISHED IN TURKEY

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In the globalizing world, brands survive determining different identities; their positions on the world are purely based on the audience; their popularity and sustainability is provided by the gender roles in their advertisement texts. In this framework world brands; especially the ones growing by sales and profit, on the other hand they create the common market under the title of gender. In this study, it has been specifically aimed to discuss about gender roles in advertisements published in Turkey and which criterion are used to determine it. These criteria are used to plan the advertisement text message. In the next step of the research, there will be detailed analyses of two advertisements which are selected by an advertiser, and academics studying on branding and advertisement.

Keywords: Branding, Media, Advertisement, Audience, Monetary Economy, Gender, Gender Roles

FUTURE CHALLENGES OF CLIMATE CHANGE ON TRANSBOUNDARY WATER MANAGEMENT:
THE CASE OF THE LOWER MERIC RIVER BASIN (TURKEY)

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Scientific research and statistics on climate provide useful information on the profile on global climate change. Consequently, new future developments in this field, and the IPCC report on climate change projections, alternating 100 and 300-year scenarios are published regularly. Climate change, in particular the increase in temperature, drought, and variations in precipitation regimes, will be come worse. This condition, water deficiensy and excess, which depends on direct and indirect causes to the problems will become more common. The Meriç (Maritsa, Evros) River receives its water from the Rila Mountains in Bulgaria, Greece and Turkey, flowing into the Aegean Sea. The lower Meriç River Basin, and it forms a significant part of the border between these two countries. On account of the Basin's geographical characteristics, there are often floods. These floods have caused significant damage to residential as well as agricultural areas. In addition, problems connected with urban water utilisation have be come increasingly more significant. Climate changes with temperature and precipitation characteristics have become more important for the Meriç River Basin water management. Changes in climatic elements over time are expected to become more significant the problems experienced with water management of the lower Meriç River basin today are expected to experience further in creases and also bring about new and different problems. In this study, by means of Remote Sensing and G.I.S., hydrographic, geomorphological and landcover features were studied in detail. With the resulting data correlated climate change scenarios for the Turkish part of the lower Meriç River Basin were evaluated prospectively. This will necessitate the implementation of certain principles in the management mentioned above. However, the River Meriç being a transboundry river is a major cause for difficulties in the implementation of these principles and will continue to be so in future.

Keywords: Climate change, Transboundary water management, Turkey

CRISIS MARATHON OF TURKISH BANKING SECTOR IN LAST 20 YEARS AND ITS COMPETITIVE
ANALYSIS

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There have been lots of economic crises in Turkey which had small, big or general qualifications since the proclamation of the Republic. But from the 1980s on, crises increased with the effect of opening the economic borders. Turkey first started the 2000s with the crises of November 2000 and February 2001. And then 2008 global financial crisis started to affect Turkish real and financial sectors. After the 2000 and 2001 crises, Turkey renewed economic, social, juristical structures. So economy together with banking sector has progressed with more robust indicators during 2008 crisis. In this study there is a panel analysis of Turkish Banking Sector during the 2001 and 2008 crisis with the 1994-2011 datas. We have found that Turkish Banking sector is competitive in all terms. And the increases in competitiveness cause positive and meaningful effect on incomes. Before the crisis period, banking sector seems less competitive, and the variations in competitiveness coefficient lead a relatively smaller effect on incomes.

Keywords: Competition, Banks, Turkish Banking Sector

FUZZY LOGIC INTEGRATED INSTANT ACCOUNTING SYSTEM THAT WORKS IN THE ACCOUNT PLAN LEVEL AND INSTANT INTEGRATED COST ACCOUNTING SOLUTIONS

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This project makes possible to check corporation's account instantly. All entries done by users will be converted to accounting results instantly by this software. The good thing about this software is that users can get cost accouting datas instantly. This study brings new ideas to how to correlated common accounting practices to computer based accounting technologies.
This product is completely a new idea and it will be new way to put together common accounting practice with computer based accounting technologies. For example; whenever you get a trial balance, you will able to see how cost accounting effects to all related accounts.

This program can be easily addopted to use in different countries accounting systems. Because it works on
flexible chart of account back bone. In theory; cost accounting always separeted from common accounting but this study shows that cost accounting can be integrate to chart of accounts. Also cost accounting can be work instantly.

We able to get good amount accounting reports with minimum entiries. It means since you have minimum data entiries this wil increase performance of your sytem and you will get faster reports.

Reports are created by this system so easy to understand. You can even get detailed cost accounting reports automatically and ready to use for making decisions to manage companies. Calculating with software, decision with software and control techniques used in the study.
This project is also supported by TUBITAK (Turkish Scientific and Technical Research Instutie).

Keywords: Accounting software, Cost accounting software, Fuzy logic integrated accounting software, cloud accounting software, instantly Works cost accounting software

THE PIONNER OF CONTEMPORARY TURKISH CINEMA: THE STYLE OF LUTFI OMER AKAD

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2014 is the 100th Anniversary of Turkish Cinema which has an increasingly effect on World Cinema for the last 4 years with its box office success among the other national cinemas in Europe or the awards gained from the prestigious film festivals such as Golden Palm from Cannes. Most of the film critics define contemporary Turkish Cinema as The New Turkish Cinema for its new way of film language and style, and identify Nuri Bilge Ceylan is the leader & best director of this new movement. Probably only a few people will come out against this point of view in Turkey, but if we are discussing with the pioneer of the Contemporary (or the New) Turkish Cinema then we have to look 60 years back in time.

Without a doubt, Nuri Bilge Ceylan is the most successful and well-known director of the Turkish Cinema, with his particular style & own cinematic language who conveys this language to his audience. But before him there was a director who was one of the most significant directors in terms of having and performing a cinematic language with the novelties he brought to the Turkish Cinema and therefore he is considered as the pioneer for the contemporary Turkish film directors. So, for a study on style in Contemporary Turkish Cinema, the necessity to begin with Lütfi Ömer Akad is obvious.

In order to be able to analyze and understand the style of a director it is essential to examine in what ways he used the stylistic elements of cinema. The purpose of this paper is to bring Akad's style to light; thus, to determine his cinematic style, examine how it progressed and understand its relationship with the cinema of his time. For the purposes of this study, I will try to explore the cinema of Lütfi Ömer Akad, cinematic atmosphere of his time and evaluation of his films and then I will try to make a stylistic analysis of his one or more films based on the key elements of cinematic style. So, some hints about Contemporary Turkish Cinema that will help to understand the path from Akad to Ceylan will be given.

Keywords: Turkish Cinema, Film Style, Lutfi Omer Akad

Paper ID: 0888

APPLICATION OF HUMANISTIC APPROACH IN FAMILY COUNSELING

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Purpose: In this study, the problems resulting from intra-family relations and other factors (psychological, social, emotional, economic, educational, personal, professional, managerial factors, parenting and being a spouse, etc.) were assessed from a humanistic perspective within the family counseling practice. Methodology: The members of the family define and perceive the "family relational problems" within the network of relations (spouses relations with each other, with their children, and the children's relations with each other), which allows them to realize experientially how they are affected both as individuals and as a family. Findings: Intra-family problems are closely linked to the personality traits of spouses and their children, educational and cultural factors, their roles and status, the way in which they perceive and evaluate human relations, and the form of the family. Due to the fact that internal dynamics continue to develop in a negative way within the family system, the problems become unsolvable within a vicious circle. Correcting or changing the errors within an established family order is directly proportional to the degree in which the spouses and the children are ready to a change. Being open to new experiences and benefiting from psychological counseling play an important role in the continuation of the process. During the family counseling practice, the sessions were spread over a long period of time, which allowed the family members to mature, to define the problems, to adopt new experiences and to transfer them to family life, to understand themselves, to become aware of the psychological, social and emotional desires, wishes and needs of other members, to adopt new constructive behaviors and to develop positive human relationships, thus allowing the creation of fundamental group dynamics. Conclusion: It has been observed that the humanistic approach can be applied in family counseling sessions and that the family develops by becoming aware of their personal and family problems, and gains understanding and empathy which leads to a happier and more peaceful life.

Keywords: humanistic approach, psychological counseling, family

Paper ID: 0890

TURKEY'S REFLECTIONS ON OCCUPATION OF POLAND DURING WORLD WAR II

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As a country that has gained independence and freedom through the Lausanne Treaty signed at the end of the National Independence War that took place between 1919-1923, Turkey has built her foreign policy on the fundamental principle of peace. At the approach of the World War II, the envisaged solution to international troubles has been the peaceful route with disarmament, signature of treaties on collaboration and friendship between governments being the foreign policy mechanisms that secure freedom and independence. In such an era, the responsiveness of Turkey towards wars and conflict should be evaluated with respect to the efforts put forward to assure independence and freedom.

Basing on the views expressed in official and unofficial avenues, this study aims at analysing the attitude of a country, Turkey that has itself fought against imperialism and succeeded in the independence war only 26 years before another country, Poland which she has historical tries with has been occupied.

Balance and the positioning of the power centers in Europe has closely influenced the attitude Turkey has dsplayed. Although the official response to occupation of Poland has been relatively sure footed and diplomatic in nature, the press has expressed its' reaction in view definitive way. The official reaction can be traced from the minutes of the National Assembly. The government officials have taken utmost care at the language and expressions they have used when giving their elaborations on foreign policy issues in the National Assembly meetings. The press is the main source of information on the unofficial or non-diplomatic views. Note that it is almost impossible to express ideas and opinions that are defiant and conflicting those of the government in times of war. Therefore, it wouldn't be misleading to assume that the views expressed in the press are at least at such a level that would not be objected by the government and hence they do not contradict the official (but perhaps not explicitly declared) views. In this regard, the press provides ample material to determine the real response of Turkey.

The considerations about the occupation of Poland has mainly centered around issues such as military situation, impact of these on daily lives of communities and people in Poland, resistance against occupation and accomplishments, news that call on people to resistance and improve their morale. The language used in the news constitutes the eminent indication of reaction to occupation. For instance, defining occupation as the "great tragedy/disaster" and Polish resistance as the resistance of a people "devoted to protect their independence, rights and honour till the end" shows the ideological stance of the press clearly. Additionally, the columnists have sided with Poland against the occupation and critisized Germany. Moreover, cartoons published in the press have become the means of defending Polish independence against occupation and criticising the insufficiency of international reaction that could have prevented the occupation. The main theme all these agree on are that resistance against occupation is an independence struggle which is a fight against imperialism and the Polish people have displayed a heroic resistance.

Keywords: independence, occupation,Turkey, Poland, official stance

ANALYZING OF CORPORATE ETHICS AND VALUES

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In light of the change in the way values and ethics are viewed by corporate stakeholders, there has been growing recognition that corporates' overall performance, both as a profit-seeking entity and as a member of society. Corporate or business ethics ands values are a set of guiding principles that encourage corporate to make decisions based on the company's stated beliefs and attitudes toward business practices within its industry. There is some recognition that ethics and values can have a positive economic impact on the performance of companies. This study analyzed the corporate values and business ethics within "The Biggest 50 Private Companies in Turkey" that is specified by Istanbul Chamber of Industry. For this purpose, the web sites of these companies are analyzed for the characteristic of the corporate's values and ethics. The study is realized by the content analysis that is one of the qualitative research methods by investigating the web sites of the given 50 companies.

Keywords: Corporate values, corporate ethics, content analysis

Paper ID: 0895

LOCAL DYNAMICS, PROBLEMS AND SOLUTION IN REGIONAL DEVELOPMENT: THE CASE OF TUNCELI

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Development is a whole and it is possible with an efficient use of regional and local dynamics as well as nationwide ones. A joint and happy life is provided for all, to extent that local, regional and countrywide development is parallel and balanced. Where there is uneven development among the regions and even among districts within regions, social and political life of the country is inevitably affected and it leads to a negative impact on social peace. In accordance with Law no 5449, Turkey has established Regional Development Agencies in 2006 in order to secure a balanced development by removing inter-regional differences. The aim of the Law on Regional Development Agencies is described as follows: "to accelerate regionla development by an efficient and correct use of the resources and by mobilizing local potential, in conformity with principles and policies that are foreseen in the national development plan and in programs, to reduce differences of development among and within regions". There are 26 development agencies in Turkey. The province of Tunceli is subject to the TRB: Middle-Eastern Anatolia, TRB1: Fırat Development Agency which includes Bingöl, Elazığ and Malatya as well.
This study analyzes how well the local dynamics have been identified and utilized in the desired local development by these agencies and how compatible these dynamics have been with national development plans in the case of the province of Tunceli.

Keywords: region, regional development, development agencies, local dynamics

IASSR INTERNATIONAL ASSOCIATION OF SOCIAL SCIENCE RESEARCH

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MILITARISM IN NEW TURKISH CINEMA AS A MECHANISM FOR CONSTRUCTING MASCULİNİTİES

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Modern nation states has used nationalism and masculinities as their essential elements of existence in bringing the masses under a common roof. As a result, militarism, with its convenience to the flourishing of nationalism, has proven to be a fundamental means for putting, and securing the reproduction of, masculinities in the center of the ideology as a foundational element.

As for militarism in Turkey, it can be said that it uses masculinities as the most fundamental property in determining the nature of the citizenship relationship of individuals both to the state and the society. Besides being a subject matter of law, such a process as compulsory military service is a more significant fact culturally in terms of its impact on the development of the relationships between male individuals. The fact that today military service is much less promoted and its unquestionable status as a founding element of masculinities has been shaken is owed largely to the leading role of art. Daring movies produced in those ages when the questioning of militarism from a social aspect, and thereby of its role in the construction of 'masculinities', was merely consisting of the limited efforts of some very rare individuals should be construed as significant steps in their contribution to the questioning of the issue and to the creation of public debates.

In this study will be discussed how the construction of the identity of 'masculinities' in respect of militarism is interpreted by the language of cinema, particularly by the language of the post-2000 Turkish cinema called New Turkish Cinema. In this regard, it will be examined by the method of sociological and ideological criticism how masculinities is concocted in movies such as Yazı Tura, Dağ, Vatan Sağolsun, Çoğunluk and Zenne that take, and question, militarism as their central subject matters.

Keywords: Masculinity,militarism, New Turkish Cinema, Gender

TORE (FEUDAL LAW): AN EXAMPLE OF AESTHETIC MEMORY OF TURKISH SOCIETY

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Drama is the one of the instrument to express the feelings, desires and ideas of humanbeing. The playwright as the member of his/her society is the recorder of his age throughrout the world. One of the contemporary Turkish playwright Turgut Özakman like the other playwrights use a mirror to audience about the realities of his country. In his play called Töre which means feudal law, written in 1985, the sorrow of the women who have lost all their male relatives because of blood feud is displayed tragically. This play is a modern tragedy that deals with feudal law which happens in Turkey in the play but the power of feudal law is also one of the universal fact. The characters of these plays struggle against tradition and their suffering are common global problems which can be encountered in any part of the world.

In this study the play Töre is going to analysed in the aspect of power of traditions/feudal law on the people. Within the framework of these aspects it is intented to examine and discuss the role of women in terms of traditions/feudal law. In other words the play is going to be analysed in terms of memory of Turkish society and age and also reflection of the cultural identity. And it is going to be underlined the memory of a society is in fact the memory of the world that means humanbeing lives the approximately the same life all over the world.

Keywords: Turkish Drama, feudal law, Turgut Özakman

Paper ID: 0899

WOMEN AND LIFE

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In this study it is going to be underlined that dance and movement is the universal language and within this aspect the position of women in the life is going to be given by using visual instruments.
It is the fact that problems, worries, hopes, freedom, conflicts and lonelines of women is also of the humanbeing. The struggle of women in life, her protected world, her relation with a man, attemp to look at from the same window to the world and the result is sadness. But life goes on and women has to find a different way in her life with new energy and hope...

Keywords: Dance, women, life

THE IMPACT OF THE GLOBAL FINANCE CRISIS ON MANUFACTURING INDUSTRY: SAMPLE OF TURKEY

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The economic crises occurred in 2008 has been affecting severely whole world economy including on Turkey's economy is seen as negative effects. The world has experienced a massive crisis period likewise Great Depression. This has deeply effected financial actors,Turkey's economy in the manufacturing sector, which provides the added value created for its contribution to employment and exports is the most important sector.In this context, the aim of our study deeply affecting the entire world economy out of this crisis to examine the impact on the manufacturing sector in Turkey Turkey is to evaluate the terms.

Keywords: Financial Crises, Manufacturing Industry

Paper ID: 0904

PEDAGOGICAL FORMATION STUDENTS' CONCEPTUAL METAPHORS ABOUT THE DARWIN'S EVOLUTION THEORY

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The theory of evolution that was developed by Darwin in the 19th century, is still one of the most debated theory. The Darwin's theory explain the changes undergone of species in a long time along with helping to understand the formation of universe and also every stage of human life. Although allowing people to get to know themselves and the universe, the lack of information and prejudices on this theory provides to be rejected rather than understanding. Especially the contrasts that are composed between belief systems and the theory of evolution, are focused polarization on theory. This polarization may provide to the rejection of the theory. Also, it can be said that this antagonism is effective in confining of studies related to the theory of evolution in Turkey. In this context, more studies need to be done for learning the adoption level of evolution in Turkey. This research's aim is to reveal the perceptions of students about Darwin's Evolution Theory with the help of metaphors. The participants of the study supported as a case study are 80 students who proceed Pedagogical Formation Program in the Faculty of Education in Dicle University. Participants completed the prompt "Darwin's Evolution Theory is like . . . because …" by focusing on one metaphor. It was used content analysis method to analyze the qualitative data in the research.

Keywords: evolution, education, belief systems

EVALUATION EMOTIONAL AND SOCIAL DEVELOPMENT CURRICULUM ACCORDİNG TO EMOTIONAL INTELLIGENCE ABILITIES

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Individuals' emotional development is realized in parallel with the cognitive, psychomotor and sensory development. The development of each size contributes to others. In this respect, schools and training programs are required to submit a more contribute active for individuals' emotional and social development. Especially having life skills within the scope of social-emotional learning and developing emotional intelligence abilities will contribute to individuals to have life skills within the scope of social emotional learning and to develop emotional being a healthy adult in every respect. Emotional and Social Development Course is included in 1-4 grades of primary school and 5-8 grades of middle school with the aim of contributing to the growth of individuals to recognize and express themselves better; to be capable of empathy; to be approached the different ideas with tolerance. This course is composed of competency areas: Communication, Self-Awareness and Acceptance, Understanding Emotions, Emotion Management Thinking and Problem Solving. The basic skills which are considered within emotional intelligence, are stated as self-knowledge (self-awareness), management of emotions (self-regulation), motivation (motivation), understanding the feelings of others (empathy) and social skills. In this context, the aim of the study is to assess the attainments of the Emotional and Social Development Courses (1-4. Class) according to the basic skills of the emotional intelligence. In this study, five dimensions of emotional intelligence as the ability will be used as a criterion to examine the appropriateness of the gains. The gains are investigated according to the documental analysis method.

Keywords: emotional intelligence, social learning, children

Paper ID: 0908

ANALYSE OF THE POSTERS FILM: "KOKSUZ"

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Visual indicators are members of graphic design which are occured by discipline and anxiety of art such as posters are prepared for valuable reasons, letters are prepared to pay attention for something. Posters are effectual visual communication organs. They should persuade with their messages to target audience.

Semiotic is a type of science which has a purpose of communication. It determines indicators also, it explains meaning of indicators and relations between each other. These indicators can appear in everywhere such as a letter, a film, a tv series, a tv show or a several work of art. All of these mass medias' purpose is transfer a message to audience. Semiology can be used for signification of audience.

Firstly, visual meaning of the posters has been explained. Pictural and typographic items which appear on the posters have been analysed. Moreover, indicators which appear in Köksüz posters have been analysed. Notions, events, objects which are in indicators have been determined in a imaginary meaning. Connotation and denotation of message has been analysed. Finally, indicators which appear on the posters have been explained in a composition. That analysis' purpose is exposing the hidden message.

Keywords: Poster, Semiology, Communication

DEVELOPMENT OF CHILDREN'S IDEAS ABOUT LIVING THINGS

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The aim of this study was to examine the development of children's ideas about living and nonliving things. For this purpose, a total of 120 children who were attending to various primary schools of a metropolitan city in Central Anatolia Region in Turkey were interviewed. Interviews were conducted with 30 children for each grade from first grade to fourth grade. Open ended questions were used in interviews to uncover the children's ideas about living and nonliving things. Content analysis method was used to analyze the data obtained from the recorded interviews.

Results from the content analysis showed that most of the first grade students stated movement as a property of a living thing. A few students have difficulty in seeing plants as living things since they do not move in the sense they think. Some of those students also viewed some nonliving things such as cars as living since they move. A number of first graders think that a living thing must have organs like eyes, hands, and ears and they must speak like human beings. Other mostly stated characteristics of the living things were growth and feeding.

Most of the first graders did not mention other characteristics of the living things such as respiration and sensitivity. However, as grade level increased it was seen that characteristics of living things were grasped better. Elder student stated most of the characteristics and they had fewer misconceptions about the classification of living and nonliving things. The students at higher grades had more scientific views about living and nonliving things.

Keywords: properties of living things, children, misconceptions, concept development

MOTHERS AND CHILDREN ARE LOOKING EACH OTHER : "KOKSUZ"

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Cinema is the most common mass media to show social valuations and changes. Especially, cinema which has a story has an opportunity to show real world. Accordingly, families and domestic communications have some specialities to develope plot in a cinematic narrative. The purpose of that study is focusing on domestic relations and examining those relations in recent epoch of Turkish cinema. Thus, the film which name is Köksüz is chosen for study meterial. Moreover, there are some importants things, the director of film is a woman and that film is first film of her so, audiences can understand the domestic relationships from a woman view so, that is the point which supports the purpose of the study.
Conception of family which is develope plot will be discussed. Lack of father in a family, conflict between mothers and daughters and relationships between sons - mothers and social values will be analysed. Indicators about family will formed basic of analysis. Fort his reason, semiotic is going to be used. Additionally, domestic signs which form plot are going to be tried to analyse by sociological and psychological datas about family in Turkey.

Keywords: Cinema, semiology, social value

ASSESSMENT OF PERSONALITY TRAITS ACCORDING TO THE SPORTS BRANCHES OF PHYSICAL EDUCATION TEACHERS WHO WORK IN MIDDLE AND HIGH SCHOOLS IN CANAKKALE

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Aim of this study is to investigate the relationship between branches of sport by analyzing personality traits of physical education teachers who work in Çanakkale. The research group is composed of .... physical education teachers who work in public and private schools connected to the Ministry of Education in the province of Çanakkale in 2014-2014 academic year. In the study, PERI Personality Inventory was used to detect the personality traits of the physical education teachers. PERI personality inventory is composed of 5 sub dimensions; openness to experience, sense of responsibility, extroversion, compatibility and emotional stability. The inventory is applied to the physical education teachers in accordance with the head to head technique. 5 sub-dimensions were compared according to the branches owned by the physical education teachers. Kruskal Wallis Test and Mann Withnet U test were used in the analysis of the acquired data. In the research results, while there was a difference found between personality traits and branches of the physical education teachers only in emotional stability, in other four sub-dimension there was no significant difference found ($P>0.05$). In addition,there were no difference found between personality traits of the physical education teachers according to the types of sports (team or individual sports) ($P>0.05$).

Keywords: Personality, Physical Education Teacher, Branch of Sports, Individual Sports, Team Sports

ASSESSMENT OF COMPETENCY OF PERSONALITY OF PHYSICAL EDUCATION TEACHERS
WORKING IN SECONDARY SCHOOLS IN CANAKKALE BY STUDENTS

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In this study, it is aimed to evaluate professional competency of personality of physical education teachers working in secondary schools in Çanakkale by students. The question;"How is professional competency of personality of physical education teachers working in Çanakkale perceived by students?" constitutes the problem statement of the research which regulated according to the scanning model. The study sample is composed of 1853 6th, 7th and 8th grade students studying in 98 public and private secondary schools connected to Ministry of Education in the province of Çanakkale in 2013-2014 academic years. Data were obtained by applying BEÖ Professional Competency of Personality Scale to the students. In the study, the findings were obtained by making parametric Independent Group T-Test, ANOVA Test and non-parametric Kruskal Wallis Test according to obtained data's differentiation conditions according to the frequency distribution of socio-demographic characteristics, professional competency of personality scale and gender, school type and class variables.

As a result of analysing the findings; professional competency of personality of physical education teachers was considered as "completely adequate" by students. In sub-dimensions, students evaluated respect for human dignity and justice dimension as "particularly adequate" but evaluated other sub-dimensions reflective interaction, stimulating interaction and professional enthusiasm and dedication as "completely adequate".

Professional competency of personality of physical education teachers shows a significant difference according to the students' grades. According to genders of the students, while there was a significant difference found in reflective interaction sub-dimension of professional competency of personality of physical education teachers, there was no difference found in other sub-dimensions. Although there was no significant relationship found between professional competencies of personality of physical education teachers depending on the types of school, students studying in private schools have higher averages than students studying in public schools and thus they have more positive thoughts. Students studying in private and public schools evaluated professional competency of personality of their physical education teachers as entirely adequate.

Keywords: Professional Competency of Personality, Physical Education Teacher, Personal Traits, Professional Traits

INVESTIGATION OF THE CLASSROOM MANAGEMENT SKILLS OF PRESCHOOL TEACHERS

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This study aimed to investigate the classroom management skills of preschool teachers in terms of the variables (as gender, age, marital status, grade, educational status etc.). 170 preschool teachers who teach in independent kindergartens, in preschools under primary school, and in private nursery schools and preschools in Tekirdağ attended in the research. All schools are dependent to Ministry of Education in Turkey. For data collection, "General Information Form" and "Classroom Management Teacher Questionaire" were used. The data collected in the study has been analyzed via SPSS 17.0 Program, T-test, ANOVA, LSD, and Post Hoc Statistical Methods. To test the data, 0.5 has been accepted as the significance level. The data gathered from the research will be presented as tables.

Keywords: Education, preschool teachers, classroom management skills

PATIENTS - HEALTH PROFESSIONAL COMMUNICATION: AN OVERVIEW OF PATIENT RIGHTS ASPECT

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Disease is one of the most difficult situation, even the most important one, people can handle. A person, who feels the sick / uncomfortable, expects help and support from someone else especially from professionals. The parties will be satisfied, if communication brings cooperation and agreement as a result. Patient experiencing difficulty in transferring his/her problem to the opposite, his/her communication process is unlikely to obtain accurate results with the medical staff. Because the patients are in poor condition across the health care system, the concept of patients' rights emerged and legal arrangements are determined in general frame. Patients' rights regulations, coverage many aspects of the relationship between patient and health care staff, it also contains important determinations about how to communicate. In this study, the relevant international and national regulations about patients and the communication between patients and health care staff have been examined. Although not detailed, these regulations provide information regarding the communication with medical staff and patients. The communication issue is organized under the title disclosure/ giving information. When viewed with the regulations, emphasis on the two basic aspects of communication is noteworthy. When the request is the agreement, the person needs two major aspects of communication. The first is the creation of message contents; the second is the way of the messages transmitted to the receiver. If these two aspects do not complement each other, the desired communication success will not be gained and sometimes such uncalculated adverse effects may occur. Information about these two aspects of communication was found in regulations in this study. The purpose of this study is to determine the regulations on communication and the information how to communicate with patients in the presence arrangements.

Keywords: Communication, Patient right, İnformation

THE IMPORTANCE OF LIFELONG LEARNING CONCERNING THE QUALITY OF THE
EDUCATIONAL WORK IN RELATION TO THE LEADERSHIP EFFICIENCY OF SCHOOL PRINCIPAL

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This research is an empirical study in the field of school education and attempts to examine to what extent and what specific leadership actions of the school principal, may influence the perceived quality of the educational work in Education. The aim of the research, in theoretical level, is to clarify the concepts of leadership, educational work and quality so that, afterwards, in an empirical level to produce accurate results and detailed conclusions regarding the influence of the school principal to the quality dimensions of the educational work.The research sample consisted of 313 teachers of Thessaloniki serving in General Secondary Schools, who were asked to assess the leading competency of their Principal as well as the quality of the educational work concerning five dimensions: the teaching process, the learning results, the social - cultural agenda of the school, the coordination and organization of the school life, the infrastructure of the school and the school climate. The research results showed that the degree of leadership efficiency of the principal significantly affects the degree of the perceived quality of the educational work.The research notes the leadership practices of the principals play an important role in the education quality, but their readiness is often insufficient. At this point, we should highlight the crucial role of lifelong learning of teachers' education.

Keywords: leadership, quality in education, teachers lifelong learning

FACTORS THAT AFFECT WORKING WOMAN'S DAILY CLOTHES CHOICES

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The change of woman of world has affected woman in our country in time. The increase in the level of education and urban population in Turkey has changed the role of woman in family and society together with modernisation and westernisation trend. Turkish woman has taken a new role as working woman besides their traditional roles as mother, wife and housewife.
Different from housewife, working women represent a different group in fields such as life style, attitude, media and consumption habits; and have a say in country rule and working life by taking part in upper positions in several fields.
Working women always maintain their position in a category that follow fashion more closely compared to housewives as they have economic freedom and they are exposed to pleasure and liking interactions in community; and they are defined as forwarder group of fashion.
In this research; it is tried to be determined how working women make their choices going to work and what they take into consideration. The material of the research is comprised of data and related resources obtained from 120 people, chosen among women living in Ankara coincidentally, who are volunteer to participate in research via questionnaire. Obtained data are analysed with the help of SPSS software. In the research; it is determined that working women take brand into consideration while purchasing clothes, that they shop to relax, and that their state of mind is determinant in choose of clothes that they will wear on that day and that they prefer clothes in which they feel good.

Keywords: working woman, cloth choices, working place

CHANGING READING HABITS TOGETHER WITH THE NEW MEDIA AND THE CASE OF TURKEY OVER NEWSPAPERS PRACTICES

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Internet, accepted as the most remarkable discovery of the 20th century and current era, is trigger of many new media and communication technology along with increasing its speed and availability of access day by day. Means of mass communication inhered to integrate this new technology into their systems, as internet became available at every household. Some important changes and developments occurred both in social area and also in the meaning of institutions in the 21st century called as communication and technology era. These changes and developments had great effects on the business models consisting of marketing behavior appropriate to the expectations and wishes of the consumer with the habits that continue from the past. Consumers' demands and needs undergo changes thus companies' search of alternative methods increase in means of satisfying their demands and meeting their expectations. In 21st century; where especially internet infiltrated into daily life and uses of internet have become hugely widespread; internet is not solely a communication channel for individuals and corporations but also regarded as a marketing media where various business models can be improved and implemented. Following the distinction of Internet becoming the locomotive of everyday life, crucial social changes have taken place in all areas of cultural and everyday life. Concepts such as time and space have disappeared, and classical communication methods have left their places to very different, alternative and technology-based applications for people's interactions with each other. Readers' reading habits have also changed and in the same way newspaper have started producing content for this new situation. In this study, as a priority, a theoretical framework of the new media and the new media tools will be drawn, then analysis regarding new reading habits created by new media tools on people will be carried out. Finally, the information and reviews will be given of five major national newspapers practices in Turkey.

Keywords: New Media, Reading Habits, Newspapers, Turkey

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THE CONSTRUCTION OF CHİLDREN AT THE PRIMARY EDUCATION TURKISH LANGUAGE TEACHING PROGRAMME

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The purpose of this study is to discuss the Primary Education Turkish Language Teaching Programme concerning the subject that how the childhood is constructed based on the contention that childhood is not biological but social and cultural fiction. The research model used in this study is a theoretical and analytical model for the identification and analysis of the current situation. The document review, one of the qualitative data collection methods, is conducted in the study. It is set out, with the open or hidden targets, that how kind of child on what cultural and political context the programme builts. In the study, it is concluded that the programme aims to educate children as the carrier of nation-state centered official ideology, the entrepreneur who is neoliberal and accepts the national and moral values of the society without any question, and an individual who aims to eliminate the contradiction between individualism and traditionalism and doesn't conflict with universial values.

Keywords: Turkish Language Teaching Programme, Child Education, Culturel/Social Context, Childhood Construction

THE EFFECTS OF NURSES' MOBBING PERCEPTIONS ON THEIR WORKING PERFORMANCES

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Importance of the study : Successful businesses in the global competitive environment provide healthy and safe work environment for emotional employees. Although businesses don't want mobbing, in the workplace mobbing is livable. Mobbing, adversely effects the performance of businesses as well as employees.
Study Objective : It is to determine the effects of nurses' mobbing perceptions on their working performances
Materials and Methods : The study contains 220 nurses working in a Turkey public hospital. This research was conducted between November and December 2013 on 121 people (% 55,0). Questionnaire was used as the data collection method . Questionnaire consists of three sections. The first section are participants' demographics informations. There are mobbing survey developed by Leymann in the second section and the performance of working survey developed by Sigler and Pearson in third section.
Results and Discussion: SPSS software will be used for data.
Conclusions and Recommendations : Assessments will be done and recommendations will be presented ın light of the results

Keywords: Mobbing, Work Performance

PERCEPTIONS OF TEACHING CERTIFICATE STUDENTS TOWARDS TECHNOLOGY

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With the new educational regulations, student graduated from the faculty of Arts and Sciences could become a branch teacher in secondary and high school after completing teaching certificate student training program in Turkey. In this context, many college of education departments have begun to offer training courses to the students graduated from the faculty of arts and sciences. One of which is Education Department of Gaziantep University. This study was performed on the teaching certificate students graduated from different fields and they continued to take teaching certificate courses in Gaziantep University. The purpose of this study is to determine perceptions of teaching certificate students toward using technology in education. In the study, the effect of gender, graduation major, and experience of the students on the perception of the technology are investigated. The study was conducted on 200 teaching certificate students from different branches. The samples of study was selected by using convenience sampling method. The instrument, modified from Tınmaz (2004) survey named the Technology Perception Scale Survey, consisted of 16 items that were arranged on Likert-type scale ranging from 1 {strongly disagree) to 5 {strongly agree), was used to gather the data. The collected data will be analyzed by applying descriptive statistics, t-test and ANOVA test using SPSS software. In the study, the research data has been collected recently and the analysis and the results section continues.

Keywords: Teaching Certificate Students, Technology Perception

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FROM PAST TO TODAY THE CHANGES IN SELJUK HISTORIOGRAPHY IN TURKEY

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Seljuk Empire, which was one of the most important Turkish States which appeared after Turks had become Muslim, had an important role in Turk-Islam history with its military, politic and cultural activities. Because of that, it is seen that there have been studies on Seljuk History, which forms a department of Medieval Age History, since the Republic of Turkey was established. Hence, a great deal of important Seljuk Historians have been trained from the constitution of the Republic in Turkey until today, and they have presented Seljuk military and politic history with their studies. In addition to that, although to a lesser extent, they have studied on Seljukian organization, culture and civilization.

The studies on Seljuk history from the constitution of the Republic in Turkey until today should be dealt with at three phases. In the first phase studies, both the base of Seljuk history was laid, and several basic matters of Seljuk history were brought to light via the researches. The period which was the establishment and growth phase of Seljuk history was also the term when the golden years of Seljuk historiography in Turkey were experienced. At the second phase, even though it was not as much as at the first phase, the researches on Seljuk history were conveyed and the various unknown aspects of Seljuk history were enlightened by the academicians, most of whom are still alive. The third one is the today's phase at which the revival and interest in Seljuk historiography has started again and because of that it can be called Renaissance. At this phase, Seljuk historiography has begun to experience a new spring term with young and dynamic academicians.

In this paper, the changes in Seljuk historiography, which we have identified as three phases, from past to today, will be dealt with in the context of the representatives of each phase, their perspectives, their important studies on Seljuk history, the contribution of these studies to Seljuk historiography, and the changes generated by these contributions in Turkish history will be tried to introduce.

Keywords: Seljuk, Turkish, Turkey, Historiography, change

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SEEKING AT HISTORY OF ALTERNATIVE PARADIGMA: A CRITICISM ON EUROPEAN CENTRIST HISTORY

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Euro-centric history is a history model developed with respect to the processes experienced and conceptualized in the European scale. This pattern or model has either been imposed upon or get the rest of the world embraced. This model that is based on European progress is suitable for exploring and reflecting upon the problems of Europe at best. İn addition to the impossibility of understanding the history of non-Europen societies via this pattern, it would destroy their conception of history and hence "de-historicize" them. Unless an alternative pattern is developed against this Euro-centric history model, the threat of taking root in the mind of the people would endure. The image of other histories reflected through this pattern is similar to the scattered light reflecting from a broken glass. Islamic civilization is the closest one and the civilization of kin to the European civilization among others. That is because Islam is a richer and more successful other to the extend Europe defined itself. Due to this proximity, the world and the field that would question and criticize Euro-centrism in the best way is Islamic history and world. As long as the Islamic civilization studies get specialized, they are going to bring the fragility and the blank points of Euro-centric history into the scene. Since the current time (calendar, chronology, periodization) and space (geographical names, maps, local naming) conception has been established by the West, it is necessary to re-conceptualize the Islamic civilization and history on the basis of time and space. First of all, it is necessary to make a new periodization of Islamic civilization based on its own dynamics and peculiar stages of progress. Secondly, it is necessary to develop a new terminology of this history inspired from the concepts took root in its conceptual depth. İn addition, revealing the basic elements which gave the periods their spirit and character after bringing the deep waves of history to light with the use of new methods such as horizontal and vertical comparison, semantic split and progress, employing statistical data in historical studies would also be a requirement.

Keywords: European centrisizme, Modern Historiografi, Periodisation of History, Alternatif Paradikma

IASSR INTERNATIONAL ASSOCIATION OF SOCIAL SCIENCE RESEARCH

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THE ROLE OF THE EMPLOYEES AT TURKISH OCCUPATIONAL SAFETY AND HEALTH LAW

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Occupational health and safety at the working life has an indisputable importance. In Turkey, about this subject, there were legal regulations for a long time. But in 2012, Law no 6331 on Occupational Health and Safety was adopted to cover all the employees.This law submits many innovations not previously in our legislation.

While the main responsibility in this law was brought to the employers, participating of employees' is aimed also. Because occupational safety and health will only be perfect with the joint efforts of government, employers and employees.

First of all, the law obligate the consultations with the employees about the occupational health and safety activities. Especially, in workplaces where there are many employees, by means of workers' representatives and support staff, the employees can define their views.

In addition, by the occupational safety and health committee at larger workplaces, it is aimed that the employees who are the member of committee, can participate in the decision making process. Then the employer has the right to demand the fulfillment of the obligations.

In order to realize these, primarily, the employees should be trained and informed about the occupational safety and health. In this context, the employees should fulfill the precautions about the occupational safety and health accurately.

As a result, taking part of the employees at occupational health and safety process is as well as the rights and obligations for them. The exceptions of this obligation has many sanctions also.

Keywords: Employee, Occupational Safety, Occupational Health, Participating of employees'

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COMPARISON OF MAPLE AND POPLAR TREE USED IN VIOLA CONSTRUCTION

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Viola is an instrument of Western Music and an instrument which has alto voice. When the structure of viola is examined, it is seen that traditionally spruce tree is used for the belly top and maple tree is used for the back top, rib, parts of the bridge and neck. This instrument making tradition still continues. When the instrument of Baroque period is examined, it is seen that willow tree, wild pear tree and birch tree were also used to make instruments besides maple tree.

When the scanning is done on the field, it could not be reached any trees - other than the ones mentioned above – violas made of, such as poplar tree in acoustic laboratory environment.

The proposal of making viola with different trees is discussed by the researcher to solve this problem. The aim of this thesis is to reach a conclusion by analyzing the results gotten by testing the construction of a viola - made of poplar tree – entirely based on scientific data obtained in acoustic and biology laboratories.

As a result, in laboratory studies and the examined sources, it is aimed to add a different dimension to the musical instrument construction by determining the characteristics of sound and timbre of viola in experimental environment and applying alto sound character on a soft textured tree and also getting the experts opinions.

Keywords: Viola, Viola Construction, Acoustic

ASSESSMENT OF MOBBING EXPOSURE OF NURSES AND THEIR STRESSES IN THE CONTEXT OF SOCIAL WORK PROFESSION

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To determine the mobbing and stress exposure of nurses and assessment by indicate the factors that related them in the context of social work discipline. This study was organized in accordance with the type of descriptive and methodological research. Questionnaire to collect data, Negative Behaviors Scale - "(NAQ-R)," and used inventory of job stress. The data obtained from this study were analyzed using SPSS 16.0 statistical software package.
According to the findings of the nurses are exposed to at work, mobbing and stress, harassing behavior of patients perceived by employees as mobbing and mobbing is more applied by patients but the mobbing is more effective that applied by superiors in the workplace. Over exposed to work stress experienced by nurses who do not respond to mobbing also due to the mobbing work efficiencies of nurses decreased, their family life disrupted and they want to live work were determined. Being a woman is a risk factor for exposure to mobbing, nurses who work over 80 hours per week compared with less workers are exposed to over mobbing and job stress was detected. Together with the findings that there is a relationship between mobbing and job stress were identified. Social worker Social work discpline is based on the principles of human rights and social justice that aims to freeing, strengthening and problem solving for improve quality of human life. Considered to be important social workers as practitioners of the discipline should take a role by adopt social work approaches and roles in period of coping with mobbing and job stress.

Keywords: Nurse, Job Stress, Mobbing, Social Work

Paper ID: 0936

EDUCATIONAL INTERACTION: CREATIVE DRAMA AND ORFF-SCHULWERK

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At the present day, technological developments have been proved to be neglecting some values from time to time. Human's feelings and ideas can be counted as the primary values neglected by technological developments. However, human's living in harmony both with himself and his environment depends on expressing his feelings and ideas. Whether it is verbal or non-verbal, whether it is with movement or with dance, or whether it is with melody and rhythm, human's "expressing his existence" by finding out a way to do so is as necessary and important as his breathing. In other words, it means that we have force of expression as much as we think. The variety of ideas and whether they are universal are related to creativity. Creativity, also defined as revealing relations which have never been associated before, can concretely be seen in creative drama works in education.

The aim of this study is to determine how creative drama and Orff-Schulwerk, which can be regarded as two neighbours, can be associated with each other, what their common points are and what their functions are in educational environments.

First, the conceptual framework was used in the study to reflect the relationship between creative drama and Orff-Schulwerk through the aim of the paper. A brief discussion outlining the perspectives of the concepts guiding the research is outlined. At the next step, components of chapter and the relationships between the determined concepts were discussed.

Keywords: Orff-Schulwerk, Creative Drama, Educational Interaction

Paper ID: 0941

A SAMPLE OF APPLICATION ON THE CONCEPT OF ABJECTION IN PUBLIC ART

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The origin of the concept 'abjection', which emerged and was discussed among postmodern phenomena after 1990, dates back to earlier times. Although the term abjection, which was introduced to literature by Julia Kristeva, could be translated into Turkish as 'iğrenç' or 'zelil', in fact there is no exact Turkish equivalent for the term. According to Kristeva, the term abjection specifies a half-live, half-dead state between the subject and the object. A person needs the abject in order to reach objectivity. The concept abjection, which was summarized by Sigmund Freud as 'our perception of the normal and the usual as frightening', is the usual, familiar objects and people we encounter in daily life, not the unfamiliar ones.

The aim of this study is to examine the reflections of the abjection phenomenon in art through projects conducted in the Public Art course which takes place at Erciyes University, Institute of Fine Arts, Department of Painting, and Proficiency of Fine Arts in Painting. The study is an action research. Findings are comprised of the observations, interviews and documents which are gathered and experienced throughout the process by the lecturer who teaches the course in question and the students . The study is a case study which gathers qualitative data.

In conclusion, the study introduces the following topics for discussion, such as active participation of students in establishing the language of modern art and concepts; the attributes of public art; the skill levels required for conducting projects in public art, and the experience acquired in the internalization process of the abjection concept. In addition, the study also examines the factors which influence and trigger the creative process of the artist and the reaction of the public in the context of audience as well, considering the features of public art.

Keywords: Modern Art, Public Art, Abjection, Graduate Education in Fine Arts

INTERNATIONAL COMPETITIVENESS ANALYSIS OF THE TURKISH TEXTILE SECTOR

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The competitiveness has become the most important condition for success with globalization and disappearing of economic borders largely in the international market. Enhancing international competitiveness depends on having superior performance efficiency and high real wages and the economic activity that have ability to direct the country's resources. Competitiveness is the ability, not only to outside selling of products and to capable of ensuring the balance of trade, but also to increase the level of a country's income and employment, to ensure the continuous increase in quality of life and to increase the share in international markets.
Both the national and international market of textile enterprises is dependent on organizational (internal and external of the enterprise) arrangements and technological applications to obtain the competitive advantage. These enable to met in an efficient manner of consumers' needs and desires which increasingly unbounded, to enhancement of the quality and reliability of manufactured products and to increase the variety of products and the expansion of services provided to customers.
In this study, a datum situation will be analyzed in the textile industry according to the statistics obtained from OECD database. In this context, it's aim is to reveal the relative status of Turkey among the countries comparison with.

Keywords: Textile, competititon, international competitiveness

1781 RUSSIA AND AUSTRIA-HUNGARY EMPIRE ALLIANCE AND GREEK PROJECT

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During 18th century conflict between Russia and Ottoman State went on and they fought each other many times. At most of the wars, Russia formed alliance with Austria-Hungary against Ottoman State. After the end of 1768-1774 Russo-Ottoman War that was concluded a treaty, Küçük Kaynarca, Russia wanted to absorb Crimea Khanate and re-establish Byzantine Empire and they named this effort as Greek Project. They provided alliance of Austria-Hungary Empire at this project.

Catherina II, under the name of Greek Project after the annexation of Crimea also wanted to occupy Wallachia and Moldavia and finally take up Istanbul. Although difficulties of the Greek Project, Catherina II was determined to realize his project. For example, Czarina named his new born grandchild as Constantine and she raised him with Greek caretaker. In addition to that she set up a military school to train Greek officer at Saint Petersburg.

At this paper, initially I would like to examine the alliance between Russia and Austria-Hungary at 1781 and the Greek Project. In this framework, I will investigate efforts of alliance states to realize their project. In addition to that, perception of European states about the Greek Project and measures taken by Ottoman states on that issue will be also researched into by using Ottoman archival sources, Russian and Western historians.

Keywords: Ottoman Empire, Russia, Austria-Hungary Empire,Greek Project

ECONOMIC GROWTH AND AGRICULTURAL TRANSFORMATION IN CHINA AND INDIA: REFORM PROSPECTS FOR FUTURE

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It has been long discussed in economic literature that developing countries should transform their economic structures. In our modern global system, some successful countries that accomplished this essential transformations and sustained economic growth must be studied to draw policy guides for other countries. Beyond question, primacy in this transformation is the modernization of traditional agricultural systems and the transfer of idle resources to more productive sectors. Chinese and Indian experiences in this regard is worth to be analyzed in detail. These two economies have strict barriers to transformative policies arising from high rural population. It is probable that the welfare effect of economic growth will push these countries to prolong reform process. For these reasons, considering past reform records and increasing welfare effects, required transformative reform outlines of China and India are examined in this paper.

Keywords: Agricultural reforms, economic growth, China, India

Paper ID: 0946

COLLECTIVE AND AESTHETIC ACTIONS

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Aesthetic criticism emerging in social events proves not only that art is intertwined with life and life is so real but also that art is not an outstanding structure in the monopoly of pure artist. The shaping of art through the social events is not new. Especially in times of revolution and rebellion, art is one of the methods employed that people express themselves and create awareness. These studies that host intelligence and creativity reflect sometimes as slogans, mural paintings and applications on their body.
In this context, art begins to gain a more collective and also an extraordinary language. Through this language, not only did the borders removed, but also the realities of life began reshaping through art. Aesthetic actions which activists, along with artists and designers, produced during street resistance have been instrumental in re-questioning the art, edited by means of society and capital, together with the power relations.
With this statement by looking through examples of today's social aesthetic action, modeling of collective art with society applied against and despite government is evaluated and establishing the relationship between contemporary arts of today and collective arts is designed.

Keywords: Collective and Aesthetic Actions, Ability, Capital, Contemporary art

Paper ID: 0948

REFLECTIONS OF THE FEMINIST MOVEMENT AND ITS EFFECETS IN TURKEY

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Social environment in which individuals took part in teaches roles and behavior patterns related to gender. These teachings are often unquestioningly accepted as fact and become internalized. Gender has a big importance in the process of forming identity. Related to this , discussion of the concept of sex and gender also brings back questioning the way of existence of men and women in society.Artist Paula Rego, who questions women's form of being in the social organism and who explains how it goes through a structing over the biological difference of the society, refers women and the personality of women in her work.
In this study ; artist Paula Rego's paintings has been interpreted by analyzing over the gender roles and identity of women.

Keywords: Gender Roles, Identity, Paula Rego

POST CONFLICT NEO-LIBERAL STATE BUILDING IN YUGOSLAVIA, AFGHANISTAN AND IRAQ:
TRANSFORMATION OF POLITICAL SUBJECT FROM CITIZEN TO IDENTITIES

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Neo-liberal regulation of the world has mostly related to privatization, de-centralization and de-regulation. These changes have several implications on capital accumulation, capital-labour relations, public administration, nation-state, internationalization, localization, glocalization, transnationalization, politics, democracy, migration, civil society, power, hegemony, violence, poverty, ethnicity, women issues, child labour, human trafficking, terrorism, globalization, counter-globalization and so on.

The examples of post-conflict state-building experiences have been accomplished under the domination of neo-liberalism. Confined by the different socio-historical circumstances, state building in Yugoslavia, Afghanistan and Iraq has been determined by those neo-liberal pre-suppositions. One of the most important consequences of these state-building experiences is that identity (ethnic or religious) has played a fundamental part in shaping those states. While sustaining the norm of "the integrity of the pre-established boundaries", the state and its institutions have been shaped by the codes of identities.

It is our claim that post-conflict state building should encourage "identity" since those new states' legitimacy is largely determined thorough identities rather than "nation". Thus this is our claim that these experiences points out that neo-liberal approach have an aim to categorize identities as the political subject instead of citizenship.

Keywords: state-building; identity; citizenship

INVESTIGATING AGGRESSION AMONG A GROUP OF ELEMENTARY STUDENTS BASED ON DEMOGRAPHIC VARIABLES

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Problem
The aggression and violence behaviors in children are among the important problems of modern life. Since it has became a growing problem and therefore determining the impact of the factors that cause the aggressive behaviors in early ages would help understanding the adaptation problems of children and also preventing the behavioral problems in adolescence years.
The purpose of this study is to investigate the relationship between the aggressive behaviors of elementary students and some of the demographic variables of these children and their families.

Methodology
The data of this descriptive study is collected from elementary students which were selected via purposive sampling method. The sample consisted of 398 students, where (%47.0) and (%53) were boys with a mean age value of 11.98 (s=1.52). Data were collected with a demographic information form and the Aggression Questionnaire.

Findings
The findings of this study indicate that physical aggression, verbal aggression and anger scores significantly differ with gender. Statistically significant weak positive correlations were found between the participants' ages and their physical aggression, verbal aggression, anger, hostility and indirect aggression. The analyses show that physical aggression, verbal aggression and anger scores significantly differ with the grade level of participants. As the grade level increased, aggression scores increased as well.
No significant difference was found in aggression behavior scores due to fathers' or mothers' educational level, employment status of the father or mother and the income level of participants. A significant difference was found in hostility scores between the types of the perceptional friend relations and the hostility scores are found to increase among students who defined their friendly relations as good, fair and bad respectively.

Keywords: Aggression, child behaviour, education

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THE LIMITS OF NEW DEMOCRATIC ORDERS IN BOSNIA-HERZEGOVINA AND KOSOVO

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One of the most distinguishing feature of democratization in post-communist countries is the emerging of the ethnich tensions. Some of these have led to the establishment of the new independent states. Indeed, the process of democratization began in the Socialist Federal Republic of Yugoslavia developed in the direction of fragmentation instead of democratisation of federative structure is a fine example of it. In free elections of 1990, the victories of the parties which made using nationalist rhetoric has been the most important indicator of this development. Indeed, after the 1990 general elections, succession of republics declared their independence and subsequent developments were reflected it's important.
Bosnia-Herzegovina and Kosovo would be the most affected by these developments. Ethnic conflicts in both regions have led to internationaly military intervention first and the establishment of the International supervision.
The primary purpose of the international involvement in Bosna-Herzegovina and Kosova was to ensure peace and security first, and supervise the establishment of a multiethnic unified democratik orders.
The first objective has been achieved through international peacekeeping forces soon. As for the second objective, the existence of some problems in this regard still continues.
In this context, we will examine the dilemmas regarding the establishment of a democratic orders in both regions through considering three points below.
1.The impact of new political and administrative orders under the supervision of international community, on the ethnic divisions, in Bosnia-Herzegovina and Kosovo
2.The legitimacy of the International supervision by the representatives of International community (High Representative Office (OHR) in Bosnia-Herzegovina and International Civilian Office (ICO) in Kosovo)
3. Attitudes of the local political leaders regarding the establishment of a multi-ethnic unified democratic order.

Keywords: Bosnia-Herzegovina, Kosovo, divided societies, ethnic conflict, international supervision, consociational democray

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EXAMINING FAMILY FUNCTIONING OF CANDIDATE TEACHERS ACCORDING TO SOME VARIABLES

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Family, which is the smallest unit of society, has an important place in human life. Family's way of communication with child, their methods for developing desired behaviors in child, whether accepting their child as an individual or not within the family, their way of expressing their love to the child, their discipline methods, their attitudes toward their child, mother's, father's and other family members' way of interaction with the child affect the child's future characteristics as an individual. Individual's satisfaction with his life, fulfillment of his tasks successfully, and integration with the society which he lives in, first start with in the family environment. Lewis, Beavers, Gosselt and Philips defined families that fulfill their functions in an expected level as "functional families" and families that cannot fulfill their functions due to the poor interaction within the family as "non-functional families" (Andrews, 1979).

The purpose of this study is to evaluate the families of teacher candidate's regarding their functional status and to uncover problem areas. This study also determines the effects of family function on teacher candidates. Teacher candidates coming from healthy and unhealthy families are determined and examined in terms of various variables. For this purpose, "Personal Information Form" and "Family Assessment Scale" were employed to 240 teacher candidates studying at the Faculty of Education in Recep Tayyip Erdogan University. Family Assessment Scale consists of 60 items and seven subscales. These are Problem Solving, Communication, Roles, Affective Responsiveness, Affective Involvement, Behavior Control, and General Functions. The research is in data analysis stage at this time. Results will be presented in the full paper.

Keywords: family function, candidate teachers, early childhood education

Paper ID: 0955

EXCHANGE RATE PASS THROUGH AND THE SUCCESS OF INFLATION TARGETING STRATEGY:
THE CASE OF TURKEY

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In recent years, adoption of flexible exchange rate regimes in several emerging market economies, within the strategy of inflation targeting, has increased the interests of central banks and academicians on the exchange rate pass through. Under the inflation targeting strategy, the extent of exchange rate pass through is significant in determining the inflation targets. In the case of not knowing the extent of relationship between exchange rate and price levels, it shall be impossible to estimate the future inflation under the flexible exchange rate regimes.

The reason of the growing interest on the exchange rate pass through is examining the effects of changes in exchange rates on external balance and domestic prices. Exchange rate pass through presents crucial information by exhibiting the sensitivity of domestic price levels towards the changes in exchange rates. The success of inflation estimates becomes important in evaluating the monetary transmission mechanism accurately and decision making of monetary policy as well as the success of inflation targeting regime.

Failure of inflation targeting and tendency of unstoppable rise in exchange rates in Turkey, where inflation targeting strategy is applied in the recent period, have directed the attentions on exchange rate pass through again. This is because the success of inflation targeting strategy is in danger in the countries where exchange rate pass through is high. Therefore, in this study, exchange rate pass through for Turkey shall be analyzed by the Vector Error Correction models.

Keywords: Exchange rates, Exchange rate pass through, İnflation targeting, Monetary transmission mechanism, monetary policy

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THE SAMPLES FROM WHERE FLOWER MOTIVES ARE USED IN TRADITIONAL TURKISH CULTURE

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One of the most indispensable parts of Turkish culture and the best gift blessed by Nature is flowers. Turkish people, who led nomadic life centuries ago, witnessed flowers in the mountains, plains and moors, and used them in various ways (e.g. in making dye, medicine, and food). The first and unique flower language was developed in the world at one time. Lovers, those who loved and who were loved, expressed their feelings through flowers. Flowers were used as motives in their artefacts.
Accordingly, there are many areas in Turkish culture where flower motives are used. For example, flower motives can be seen in head decorations, chinaware, tombstones, clothes, book decorations, weaving, home accessories and Turkish embroidery art.
This study aims to highlight the significance of flowers in traditional Turkish culture, introduce traditional flower motives, and present samples from their various uses.

Keywords: Turkish culture, flowers, motives

Paper ID: 0957

EVALUATING CLASSROOM TEACHERS' PROFESSIONAL DEVELOPMENT PREFERENCES: THE TURKISH SAMPLE

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The aim of the current study is to determine classroom teachers' professional development preferences and provide alternative suggestions related to increasing student success and teacher qualification development. Professional development provides classroom teachers to update their education knowledge and skills. Thus a teacher can make within class educational decisions more effectively and accurately.

Case study, one of the qualitative research methods, was employed in the current study. Participating classroom teachers were chosen by the maximum variation sampling method. Data was collected through a semi-structured interview prepared by the researcher and document review. Related literature and consequently peer review were employed in preparing the interview questions. The final version of the interview was prepared following the results of the pilot study.

During the data collection procedures semi-structured interview was used. The interviews were conducted individually and recorded. The recorded interviews were transcribed and analyzed thematically. The validity and reliability of the data was measured by peer review, member checking, prolonged engagement, external auditing, and interrater reliability.

The findings indicated that classroom teachers did not benefit from traditional professional development methods such as seminars, courses or informative meetings instead they preferred more practical, interactive and solution focused workshops that will develop awareness of the teaching profession. In the light of the findings the following list may be more beneficial for teachers for their professional development:
- Colleague experience sharing meetings,
- Alternative professional development activities with reflective feedback,
- Structures within the school that provide open, trustworthy, honest, guileless meetings with the teacher-student-parents and school administration,
- Various methods depending on information exchange and receiving direct expert or peer opinion.

Keywords: Teaching Profession,Teacher Preferences, Teachers' Professional Development, Classroom Teacher

Paper ID: 0958

CONSTRUCTIVIST APPROACH IN EDUCATION AND STRUCTURALISM

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Constructivist learning theory accepts knowing and learning as a subjective based situation. In constructivist learning, knowledge is not independent from the individual but occurs as incidental individual understandings and revealing senses. Individuals organize knowledge senses mostly in their own senses. Constructivist learning states that an accurate reality cannot be established and the "acceptability" criterion instead of "accurateness" is accepted. Structuralism firstly emerged as a philosophical discipline. Now, structuralism is based on the philosophical discipline, dependent on a structure as reality, and an analysis method. Structuralism bases various pursuits of understanding and learning on the concept of structure. A structure is a whole that the parts are dependent on each other and the structure itself and comprises something greater than the sum of the parts. Structuralism that stems from linguistics lately has also been accepted as a method of anthropology and social sciences because of its features. Structuralism models language in order to comprehend the structure of reality and it is applied in accordance with all specific and explicable methods to humans, human behavior and all related fields. Structural method tries to explain the matter at hand inside the structure it is integrated in and then into overall structures. In a sense, structuralism is the apparently given whole.
As a result, while constructivist learning tries to define the entirety of knowledge to the student in a continuum leading to metaphysical discourse structuralism starts out from a philosophical structure analysis of reality and emphasizes a resolution by conjoint analysis and negotiable knowledge depending on this reality.
In the current study, constructivist learning approach and structural method will be examined in detail.

Keywords: Constructivism,Constructivism in Education, Structuralism, Educational Philosophy

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CONSTITUTIONAL LIMITATIONS ON THE LEGISLATIVE POWER TO TAX IN TURKEY

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In Turkey, The Government's authority to impose taxes is one of its fundamental powers. Tax impose power is granted by Turkey Constitution article 73. Moreover, we support that tax law not only should be in accordance with the Article 73 but also it should be lawful to Article 35 is about "right of property". Because taxation is the most important intervention to right of property and Government and revenue inspectors must be carefully. Furthermore according to Constitution 90/5, international aggrements are main source in tax law and this mean we have to consider European Human Rights Act and European Human Rights Court's decisions.
But "presumption of constitutionality" afforded most tax legislation is a long-standing and well-accepted proposition although against the "principle of legitimacy and equality and right of preoperty" rules. As a result, constitutional law has played a relatively minor role in the development of tax laws in the Turkey.
In this presentation we discuss subject in below:
- What is the Constitutional rules about tax law in turkey?
- What does it means "principle of legitimacy" and "equality" in Tax law?
- Should we need consider European Human Rights Act and Court's decision and in parallel with "right of property" or "right of silence" in criminal tax trial?
- Is there any tax amnesty and is it lawfull?

Keywords: Tax amnesty, tax law in Turkey, legitimacy on taxation

Paper ID: 0960

THE EFFECT OF VISUALS BY FUNCTION ON UNDERSTANDING AND MEMORABILITY

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As a result of great many experimental and meta-analysis researches it is reached that visual use as assister for understanding texts improves the comprehension and recalling. However, the function of the visual with the text is important rather than what kind of visual is used. (Smet, 2005; Carney ve Levin, 2002; Levie and Lentz, 1982) After researching the literature which is related to this (Kornalijnslijper, 2010; Anglin, Vaez, and Cunningham, 1996) we face different kind of visual classifications that are developed with focusing to the text visual relationship. Any visual can undertake different function for a text and for another text it can undertake a different function. The used classification in this research is developed by Carney and Levin. According to this classification, visuals usually fulfill 5 functions. The functions can be listed as; visuals are ''decorative'' for people who think that visuals(görseller) improve the attractiveness of texts, reflects excatly the content of the text or a part of the content therefore it is ''illustrative'', visuals shows the structure or speculation of the text's content and therefore it is ''planner'', aims to clarify the content of texts and therefore it is '' explanatory'' and aims to ease the codification of datas of the text to long term memory and therefore it is ''modifier''. (Levin 1982; Carney ve Levin, 2002; Levin 1979).
In this research it is aimed to point out visuals' impact on understanding text and permanence according to their functions. In this study empiric method is used. The universe of the study is formed by elementary pupils who continue to 4th grade in Kütahya

Keywords: Reading Comprehension, Visual, Memorability

A SOLUTION TO THE TURKEY'S LITERACY PROBLEM: NATIONAL READING AND WRITING CENTERS

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Nowadays, the need of literacy of human beiing is increasing day by day. The reason for that is with each passing day new discoveries are made and therefore new works are showed up.
As a result of this, individuals have to follow up new developments and they are also obliged to relearn prior knowledge. The production and sharing of the knowledge is proceeding in this latitude(paralel). In consideration of this beeing reader was an important feature in the past but nowadays it is a inevitable necessity.

Nowadays, the meaning of communication and social life changed and there is also a need to own improved writing skills. It is expected to develop their writing skills to meet this need. However to fullfill this need adeaquate structural changes are not done yet. However, improved written expression ability in school atmosphere effects students's academic success positively, too. With the development of this ability, students can develop other abilities such as expressing a thought or case with proofs, writing reports, checking articles, making plans, evaluation and deepening the knowledge for became more expert about that issue.

There are a lot of serious problems about reading and writing in Turkey that is expected to be solved. The habitititation of lack of reading and writing is the leading problem. Parents' irrelevant behaviors, uncompletely and wrong understanding about what was read, unliterated environment, economic problems, beeing untalented by reading and writing, not beeing aware of the need of literacy, absence of school family co-operation, test-exam system, reflection of using local language to reading and writing, inadequacy of tecnology and using media, shortage of time are just one of these problems.

The most important task of organizations, corporations and related people about literacy are to ingratiate books, writing and reading to students. For this reason, beyond Turkish and class teachers, other teachers should also be educated and informed about literacy; parents and other family members should be encouraged about literacy and provide them the necessary sensibility. Regarding to the literacy rate of Turkey widely studies about literacy should be provided for families.

Experts and educators came to an agreement that there are books which arouse interests of everyone. Important is that these books and individuals are brought together. With this purposes reading campaigns should be performed in effectively ways. Therefore teachers and students should be encouraged. Composition studies can be made in General Selection Tests for increasing their writing motivations. In addition, a good writing environment can be created by school administration and Turkish teachers. Composition competitions, school newspapers and journals can provide this. Reward students who are good at written expression can arouse the interest on this issues. Before writing, over anxiety and fear of beeing unsuccessful are effecting writing skills of students in negative way.In this direction it should given education.

Problems that I mentioned above can not be solved with the basis of individual studies.Structural arrangement is necessary for solving these problems and large scaled studies is also a necessity. In Addition, it is clear that these things will take too much time. So, after consideration both the issue's importance level and study's scope that will be made we see the requirement of arrangement of these studies by a center. For example the study National Writing Project (NWP) in America proceeds similar to this method.

The purpose of this declaration is to provide a step to establish a center that remedy the negative case of Turkey's literacy issues and to constitute hypothetical basis of this.

Keywords: Reading Writing Centers, Literacy Problems, Solution Offer

THE EFFECTS OF INCLUSION PREPARATION ACTIVITIES ON PROVIDING SOCIAL ACCEPTANCE OF TYPICAL STUDENTS FOR STUDENTS WITH SPECIAL NEEDS

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The purpose of the present study was to examine the effects of inclusion preparation activities conducted with normally developing peers on providing social acceptance of students with special needs. The study was conducted with the 3rd, 4th, and 5th grade students of two primary schools in Turkey. 24 students within the experiment group and 24 students within the control group were participated in the study with a total of 48 students. Inclusion preparation activities which were developed by the authors were conducted with the students of the experimental group. The inclusion preparation activities used in the study were consisted of 10 different activities. The inclusion preparation activities involve not only those prepared for one specific group of disabilities children but also other types of handicaps as well such as mentally retarded, visually impaired, hearing impaired individuals and those with orthopedic problems. The study was conducted with an experimental design with pre-post test control group. The pre-post tests were used in order to determine the social acceptance of normally developing peers towards individuals with exceptionalities before and after the inclusion preparation activities were conducted. The data of the study were collected via "The Social Acceptance Scale" and analyzed via SPSS 15.00 program. The results of the study revealed that the inclusion preparation activities were effective on increasing the social acceptance of normally developing individuals towards their peers with special needs.

Keywords: Individuals with special needs, Inclusion, Inclusion preparation activities, Social acceptance

TURKEY: TO THE EAST OR TO THE WEST?

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A few years ago, Turkey was in a period of improving its relations with its east, while its relations with the EU was getting closer to a deadlock. This was perceived as a negative situation not only by Europeans, but also by some Turkish analysts as well. Turkey has such a complicated position that for some Europeans it is a "bridge", for some others it is a "buffer" between the East and West, namely between the European Union and the Middle East. However, Turkey is not in a position to make a choice between the East and the West. It risky for Turkey to stay neutral towards its neighbours and the region, which is historically an instable one. The dilemma is; Turkey does not have any other chance than pursuing a multi-dimensional foreign policy due to its geopolitical location.

Keywords: Turkish foreign policy, Turkey-EU relations, shift of axis

IMPACT OF RELIGION ON TURKISH PROSPECTIVE EARLY CHILDHOOD TEACHERS' FACTUALITY JUDGMENTS

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Purpose of this study is to examine impact of religion on prospective early childhood education teachers' factuality judgments. Two hundred sixty three prospective early childhood teachers participate to the study. There are seven geographical regions in Turkey. Among seven geographical regions this study gathered data from four of them. Participants listened story about King Solomon who is accepted as a prophet according to Islam. In the story King Solomon was talking with an ant and ant was talking back to him. After participants had listened to the story they had responded following question: Can King Solomon speaks with ant? Please explain your answer. Among 263 prospective teachers 233 (%87.5) of them indicated that they believe that King Solomon can speak with an ant. Among 233 participants who accepted that King Solomon can speak with an ant, 218 (%94) of them justified their answer by referencing God. They stated that "Kings Solomon is a prophet who blessed by God with talent of speaking with animals therefore I believe that he can speak with animals." Anova revealed that factuality judgments of participants did not differ according to gender, type of high school that participants graduated, class level and university. Further implications were discussed and recommendations were made for future studies.

Keywords: factuality judgments, teachers' beliefs, religion

A STUDY ABOUT THE HOPELESSNESS LEVEL OF THE UNIVERSITY STUDENTS

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People make several choices with taking of important decisions throughout their lives. Career choice that will affect the future life of the person making process is one of the important decisions. The students also may be in despair due to concerns about the future in their university life.

The Purpose of this study determines level of the hopelessness of the students who are studying at Communication Sciences Faculty at Anadolu University. For this purpose, Questionnaire Form which includes three different parts was developed. These are the Personal information Form, determination of the department choice for the students and Beck Hopelessness Scale.

Objectively, in order to measure of the hopelessness level by means of numbers, Beck and others improved Beck Hopelessness Scale in 1974. This scale includes 20 item set of questions for aiming to measure pessimism level of the people about the future.

In recent years, the economic crisis, unemployment problems and increased social events reflect the outlook on life of the young. The young people who are anxious about the future might fall into despair. Therefore, in this study, via determination of the hopelessness level of the students with Beck Scale, through the comparison of socio-demographic features were aimed. This study was carried out by applying a survey of the stratified sampling method and these students who participated in this study have been still studying in four different departments of Communication Sciences Faculty. Accurate results obtained from this study can be an opportunity to improve same or different issues within the future studies.

Keywords: Using of Beck Hopelessnes Scale for investigating level of hopelesness of university students

ANALYSING THE EFFECTS OF MACROECONOMICS FACTORS ON RETURNS OF BANK STOCKS WHICH IS TRADED AT ISTANBUL STOCK EXCHANGE BY ARBITRAGE PRICING MODEL

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The financial markets entered the growing period especially in 1980's in Turkey. In addition this, in 2000's the capital market began to rapid development. The banking sector is inadequate to providing long term financing in developing countries such as Turkey, because of relatively high risk. It is expected from Capital Markets especially from Stock exchange that meet the long term funds demand. Furthermore, stock exchanges are create new investment area for economic units with surplus funds. Getting return from this market and defining the source of changing of the return became important for both institutional investors, small investors and researchers. It is possible that the return of the stocks can be affected by many factors. Surely, macroeconomics factors can be counted among these factors. All economic units affected by changing of the macroeconomics variables, they are also affect stock returns. These macroeconomic variables affect stock market in generally, but the firms operating in different sectors can be affected by these variables in different ways. Indeed, there are many different sector companies' shares traded on Istanbul Stock Exchange. Banking sector is so sensitive the macroeconomic factors changing, because of the sectors's structural process, and also it is expected that the stock returns of banks is sensitive these factors too. There are many empirical studies, that concerning to explain relationship between stock returns and economic factors by assets pricing models. In this study, we try to analyse the effects of macroeconomics factors on return of bank stocks which is traded at Istanbul Stock Exchange by Arbitrage Pricing Model.

Keywords: Stocks, Banks, Stock Market, Macroeconomic Factors, Arbitrage Pricing Model

EFFECTS OF INFLATION TARGETING ON THE BANKING SECTOR IN TURKEY

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Primary aim of Central Banks is to maintain price stability. Central bank's, being insufficient to capture this aim, cause to unanticipated inflation and decrease public trust on it. The inflation is still one of the main economic problems of the several countries. This sutiation forced to central banks seek to new monetary policy strategies such as inflation targeting. Inflation targeting regime, come into use in New Zealand, has been started to be applied as an alternative monetary policy strategy in many developing and developed countries from the beginning of 1990s and to be discussed more increasingly. Inflation targeting became a current issue in Turkey, in the late 1990s. Central Bank of the Turkish Republic, applying implicit inflation targeting as from 2002, devolved on inflation targeting regime, considering that preconditions were assured on a large scale as of January 2006. After putting into practice implicit inflation targeting regime from 2002, Turkey adopted an explicit inflation targeting regime starting in January 2006. This implementation, of course, caused certain effects on the economy and the banking sector. In this study we try to define effects of low inflation environment, which may be result of the application of inflation targeting, on banking sector.

Keywords: Inflation Targeting, Low Inflation, Turkey, Banking Sector

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GENDER AND SOCIAL MEDIA: PERCEPTION OF WOMEN WRITERS IN EKSISOZLUK.COM

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Communication took a new dimension by the extensive usage of internet. The new means of the communication contribute the creation of a universal language while providing easy accessibility and interaction among individual at the same time. The new dimension of the communication which is called "new media" enables individuals to present their personalities which are idealized by themselves in this abstract platform while creating a digital platform at the same time. However, even though the abstract identities are idealized, they cannot be free of the original real identities at all. In this sense, all types of value establishing the social dynamics can also reflect on the abstract environment.

Even though exceptional cases occur, it is observed that the masculine of traditional societies otherizes females in social media too. While women are characterized like a sexual object from the view of males in social media, they are also obliged to keep up with the male-dominant area of social media. This study aims to analyze the keynote addresses of male-dominant language on eksisozluk.com website on the example of the women who were assigned as writers for Eksi Sozluk because of "International Women's Day" on 8 March 2013 on the discourse.

Keywords: New Media, Social Media, Gender, eksisozluk

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POPULAR MUSIC CULTURE WITHIN THE TRIANGULATION OF RIITUEL, ICONOGRAPHY AND
SHOW

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Popular culture , especially with the second half of 20th century, made the production of performing arts into sector. Stage shows and mass concerts, prepared by using the datas of semiology, gained the qualification of ritual in a big ectasis for millions by thousands having acknowledged to popular music themselves and the media. These rituals converted their performers to Messiah, God and Goddess as representatives of popular music culture.

Now, music is a consumption object beyond voice by means of shows, concerts and video clips. This concept production of the popular culture created its own systematic similar to Pagan rites in primitive ages.

In this work, facts of the popular music culture will be explained by examining deep infrastructure of the popular culture. How and with which aim the music, existing in worship cultures and rituals of most creeds with its nature, became a field making the masses cease with a mass ceremony will be presented to the minds.

Keywords: Ritual, Iconography, Show, Popular Music Culture

GENDER AND ENTREPRENEURSHIP: A SOCIOLOGICAL RESEARCH ON WOMEN
ENTREPRENEURSHIP

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The concept of entrepreneurship which has been widely studied in the literature has been regarded as a key factor in social and economic development. Likewise, women entrepreneurship which is one of the most important subtitle of entrepreneurship, plays a key role in evoking the potential of idle labor force, employing the women and integrating the women into the social life. Thus, the concept of women entrepreneurship has become an attention-grabbing subject for the social scientist in the literature. In this context, this study tries to determine how entrepreneurship plays a role in integrating women to economical and social life, based on personal experiences of women entrepreneurs. The aim of the study is to propose a woman entrepreneur profile first, then to reveal the problems that women experience in entrepreneurship process and explore these problems in regard to gendered forms of social relations. After all, this study determines the effects of gender on the entrepreneurial process. Findings of the study are based on the fieldwork carried out in Eskişehir. Data was obtained by face to face interviews with 63 women who are formally affiliated to the Chamber of Small Tradesman and Craftsmen. According the findings of the study, women think that entrepreneurship hasn't made important changes in social issues and also women encounter a wide range of problems such as lack of capital, inter family conflict, bureaucratic formalities and inexperience of women in setting up and thereafter conducting a business.

Keywords: entrepreneurship, women entrepreneur, gender, woman's labour

GEOLINGUISTIC: A CASE OF BALKAN IMMIGRANT DIALECT MAPS IN ESKİSEHİR

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Language is one of the cultural factors which help individuals from various societies to learn about different life styles. Language is also instrumental in identifying smaller groups of people who share similar characteristics located in larger populations. Geolinguistic (linguistic or dialect geography) is an emerging field which is still not considered as part of mainstream human geography research. Its main research theme can be described as changes in the social use and the distribution of languages including dialects and idiolects with an emphasis on local variations stemming from political and cultural differences. Due to recent developments in both conceptualization and theorization in social sciences, notions such as place and space has been attracting more and more interest among social scientists. Also developments in the GIS technology contributed to this process by providing various empirical tools which help to visualize spatial perspective in social sciences through thematic map analysis. In terms of mapping dialects, GIS not only helps us to understand the underlying spatial characteristics of dialects but also acts an instrument to portray the cultural and social dynamics associated with dialects. This study on geolinguistic, is based on data collected between June and September 2013 from Eskisehir Linguistic Atlas Project funded by TUBITAK. In this study texts gathered from immigrant villages were analyzed based on various dialects (i.e: grammar, word, affix) and thematic maps were created by using MapInfo software. Methodology related to dialect map creation will be explained through sample maps.

Keywords: Geolingustic, GIS, dialect, idiolect, cultural geography

Paper ID: 0980

VALIDITY OF THE THREE-FACTOR ASSET PRICING MODEL IN ASSET PRICING: AN APPLICATION IN BORSA ISTANBUL

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A large number of empirical studies located in the finance literature revealed that, the traditional Capital Asset Pricing Model stating that the risk premium of a financial asset is positively related to its market risk is insufficient in explaining the expected returns on stocks. Therefore, multi-factor models taking into consideration the effect of multiple factors on the expected returns on financial assets have been developed to supply the defficiencies in this model. One of them is the "Three Factor Asset Pricing Model'' developed by Fama and French via inserting the size and book-to-market factors to the standard Capital Asset Pricing Model.

The aim of this study is to investigate the validity of the Three Factor Asset Pricing Model, which has been intensively tested in finance literature, in Borsa Istanbul in the period of 2006-2012 on sector base. In this context, the yearly data of the companies listed on the BIST Industrials, BIST Services and BIST Financials indexes will be tested with panel data analysis method that combines horizontal profile observations of companies. Furthermore, as a result of the analysis, whether the risk factors in explaining the returns on stocks vary on sectoral base will be also determined.

The hypothesis of the study are:

H0: There is no relationship between the supernormal returns on stocks and the risk premium of the market portfolio, firm size and book to market ratio.

H1: There is a relationship between the supernormal returns on stocks and the risk premium of the market portfolio, firm size and book to market ratio.

Keywords: Three-Factor Model, Fama and French, Asset Pricing, Panel Data Analysis, Borsa Istanbul

Paper ID: 0984

FREIGHT TRANSPORT MODES IN SUPPLY CHAIN MANAGEMENT: A LITERATURE REVIEW

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One of the most important issues in supply chain management which is in continuous development and transformation in recent years, is the right choice of transport mode. Each transport mode has its own advantages and disadvantages. Determining which transport mode is optimal choice for the freight is an integral part of efficiency in supply chain management. Because, each transportation mode has its own strengths and weaknesses. The effectiveness of each mode depends on several factors including distance, price, speed, flexibility and energy use. Transport modes and advantages-disadvantages of each, are approached in many different ways in the literature. Several transport mode classifications and several factors related to effectiveness in freight transport take part in the literature, too. The purpose of this study is to describe the transportation modes which are discussed in the literature in many different ways, with an eclectic approach. For this purpose, the literature on transportation modes has been reviewed, characteristics of each mode has been analyzed and also advantages and disadvantages of each mode has been offered. The results that offered at the endpoint of study are important in terms of influence businesses' in the strategic and tactical level decisions, within the framework of the supply chain management. These results will offer recommendations for further studies.

Keywords: Supply chain management, transportation modes, freight transport

Paper ID: 0985

STAND-BY SOCIETY

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Stand-by Society is the sub-identification of Cyber Society. So, it must be concerned within the terms of Cyber Society. Stand-by Society is the identification of communication in Cyber Society. In Cyber Society, communication is some different from the one in Network Society too. Communication itself is even more than a communication. In modern times, technology was used for direct and fast communication. Letters, telegraph, telephone and fax machine were the tools for communication in society of technology and industry. In postindustrial society, there was one more step ahead and people began to use computers and mails as the tools of communication. In Network Society, people began to use messengers just like msn, Skype and yahoo Messenger. Even those most practical ones were also dependent on computer and its on or off position. In this study, it is supposed that they are out too. Stand-by society is the society of smart phones and tablets and phablets. Communication, that is people, are always in a standby position. Everybody waits just in a standby position on the other side of the link. They are ready but not totally closed or open. This determines the communication type of a new social structure and change not in communication but also in society itself.

Keywords: Stand-by Society, Cyber Society, Communication

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THE SOCIOLOGY OF SOCIOLOGY AS A REFLECTIVE ANALYSIS OF THE CHANGES IN SOCIOLOGICAL DOCTORAL THESES

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In parallel with the rapid changes in the social life, the social sciences have been experiencing significant changes as well. One of the best ways to keep track of the social changes is to examine the scientific works which research these changes.This study forms the sociology of sociology as its own research subject, which deals with not only with that is social but also the the field in which its knowledge becomes social. At this point, examining the scientific studies conducted in the field of sociology serves our purpose. For this purpose, we will examine the subjects which were studied by the doctoral theses within the Sociology Department of Fırat University. The distribution and density of the subjects according to years should give us the size of the change in sociological studies. The method of our study is document review, which is one of the qualitative research methods and accordingly, this study is a reflective analysis on sociology itself.

Keywords: Sociology, change, scientific study, reflective analysis

Paper ID: 0987

THE FEELINGS OF INDIVIDUALS WHO ARE MEMBERS OF VOLUNTARY DISASTER RELIEF
ORGANIZATIONS AND SAVE LIVES

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The aim of this study is to determine the mood state profiles of people who are members of voluntary disaster relief organizations, either during the rescue activities or after the rescue activities. It is well known that people with higher awareness of social responsibility tend to be more active during disaster times. What we wonder is in what kind of mood state these people, who work on volunteer basis, are related to their activities and what reasons they have that drive them to work on volunteer basis. The reasons that drive these people, who work on voluntary basis without expecting a reward in return, to leave their routine lives and run to places that nobody would like to be and how these people feel especially after the disaster are very important. In this respect, the nature of the satisfaction and happiness that volunteers get and their perspectives on their job are important for our study. "The sociology of happiness", which is a new research field in social sciences, will be our road map in this study. The method of our study is focus group interview, which is one of the qualitative research techniques. In this respect, we will make a focus group interview with 8 volunteers from Bingöl branch of AKUT.

Keywords: Disaster, social responsibility, volunteering, feelings

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PREDICTING OF CORONARY HEART DISEASE SEVERITY BASED ON PSYCHOLOGICAL FACTORS: SOCIAL SUPPORT, STRESS, TYPE D, DEPRESSION AND HOSTILITY

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Background:
Coronary heart disease (CHD) is the most common type of heart disease and the important cause of mortality in the most of countries. CHD has a number of well determined risk factors and Investigators have examined the role of psychological factor in the cause of CHD. Of these factors, social support, stress, type D, depression and hostility are the most commonly investigated. The main purpose of this study was to predict of coronary heart disease severity based on psychological factors.
Methods:
This study was under correlation research. The population consisted patients with diagnosis of CHD. Three –hundred and 60 (men=184, women=176) were selected as simple. Research tools were Mspss (Zimet &Etal), D-Scale (Johan Denollet),AQ (Buss & Perry),Pss (Sheldon Cohen) and Coronary angiography report. Severity of CHD was calculated on atherosclerosis in 1, 2 or 3 vessel. Data were analyzed using regression techniques.
Finding:
The result show, there is significant correlation between social support, stress, type D, depression and CHD (P>0/01) .So psychological factors may predict the coronary heart disease severity.
Conclusion:
Given the findings of this study, it seems necessary that researchers and professionals
Pay attention to psychological factors, as risk factors and predictors for coronary heart disease (CHD) severity.

Keywords: Coronary Heart Disease , Social support, Stress, Type D, Depression, Hostility

ROMAN FAMILY

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The family concept in the Roman Law is different from the one commonly accepted in the contemporary laws. The first thing that springs to mind is the nuclear family (elementary family) that consistsof a father and a mother, and their children when it comes to the family conceptin the contemporary law. In the Roman Law, however, the family concept is considered and dealt with within the wider sense of the term: The family is the communitythat is under the rule of the paterfamilias (the father) and consists of people who are under the control of the same family head (paterfamilias). There are two types of families in Rome: familia proprio iure and familia communi iure. The former is used to refer to the family in the strict sense of the word; the father and the group of persons subject to the same paterfamilias(the father) fallunder this group. The latter defines the concept in a broader sense as it is composed of people who would be subject to the authority of the same paterfamilias if the same family head were alive. In this sense, the Latin term domuscould be usedfor this kind of family; and for the authority and power of the paterfamilias and the autocratic power of the husband over the wife, the terms potestas and manus could be employed respectively.

In Rome, thereis a family head (the father) in all families and he possesses the authority over all the members of the family. This authority entitles the family head to have a reign over the family members and the property of the family. The father is also accepted as the manager of the family.

Keywords: Family, Roman Family,Pater Familias, Patria Potestas, Manus, Domus

Paper ID: 1039

EVALUATION OF THE ELEMENTARY SCHOOL MUSIC EDUCATION PROGRAM REGARDING THE CLASSROOM TEACHERS

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Teacher is the supervisor that helps the students to gain knowledge. The mean of gaining knowledge is books. The modern attitude on education has increased the teacher's ability to teach and learn. Teacher's ability to conduct an objective evaluation is related to her ability to develop an innovative, researching, questioning and creative personality regarding the abilities of cogitating, evaluating the events, readiness, and development of the feedback processes during her education life. Within this context, the contribution that the music lessons have on the development of personality should be considered. Beginning from the early childhood education, music lessons contribute to the child's language learning, social development, psycho-motor development, intellectual development.

The major source of conducting the education in schools is books. All the textbooks should be prepared on the basis of the program pre-determined by the Ministry of Education (MEB). Hence, music lessons were rearranged on the basis of new study and guidebooks in 2006.

Problem: Evaluation of music study books taught between first and fourth grades of elementary school with the opinions of the classroom teachers.

Aim: Determining the deficiencies in the study books of music lessons and detecting the opinions of classroom teachers in this matter.

Research Model: A questionnaire was conducted to collect data. Questionnaire is comprised of 27 questions with likert scales with 5 items.
Results: Findings of the research is under the process of evaluation.

Keywords: Music, Classroom teacher, Elementary school, music education, music study book

PERCEPTIONS OF TEACHING CERTIFICATE STUDENTS TOWARDS TECHNOLOGY

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With the new educational regulations, student graduated from the faculty of Arts and Sciences could become a branch teacher in secondary and high school after completing teaching certificate student training program in Turkey. In this context, many college of education departments have begun to offer training courses to the students graduated from the faculty of arts and sciences. One of which is Education Department of Gaziantep University. This study was performed on the teaching certificate students graduated from different fields and they continued to take teaching certificate courses in Gaziantep University. The purpose of this study is to determine perceptions of teaching certificate students toward using technology in education. In the study, the effect of gender, graduation major, and experience of the students on the perception of the technology are investigated. The study was conducted on 200 teaching certificate students from different branches. The samples of study was selected by using convenience sampling method. The instrument, modified from Tınmaz (2004) survey named the Technology Perception Scale Survey, consisted of 16 items that were arranged on Likert-type scale ranging from 1 {strongly disagree) to 5 {strongly agree), was used to gather the data. The collected data will be analyzed by applying descriptive statistics, t-test and ANOVA test using SPSS software. In the study, the research data has been collected recently and the analysis and the results section continues.

Keywords: Teaching Certificate Students , Educational Technology, Technology Perception

TEACHER-STUDENT INTERACTION IN EFL CLASSES IN HIGHER EDUCATION

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This study reports on the results of a research conducted at Çukurova University, The School of Foreign Languages in Turkey. The research involves 8 teachers and 205 students to investigate teacher–student relationships in language classes where English is taught. Questionnaire on Teacher Interaction, Australian 48-item version (Fisher, Fraser, & Wubbels, 1993), is used as a tool to collect data on students' and teachers' perceptions of the teacher–student relationship, as it can be used as a feedback instrument for teachers and it can be useful to compare student and teacher self and ideal perceptions. Comparison of the students and teacher perceptions in different classes may be helpful and teachers might learn from their perceptions of good classes and for classes where relationships with student are not positive. For this purpose, the teachers are interviewed based on the data gathered with the questionnaire. In these interviews, it is tried to find out what is going on in the minds of the teachers about the mismatch related to their perceptions of themselves and their students in EFL classes regarding positive teacher- student interaction and its possible impact on English language teaching and learning.

Keywords: It was conducted to have an idea about the possible impact of positive teacher-student interaction on EFL teaching and learning

MOBBING EXPERIENCED BY NURSES AND DOCTORS AT A UNIVERSITY HOSPITAL IN TURKEY

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Introduction: Mobbing, defined as physiologic terror in workplace. Studies conducted on mobbing have shown that employees in healthcare sector especially nurses, face with high rates of workplace violence and mobbing.

Aim: To determine the level of nurses and doctors' exposure to mobbing and its relationships with participants' socio-demographic characteristics.

Methods:In this descriptive study, no sampling method was used, questionnaires were distributed to all nurses (N=352) and doctors (390) working at a university hospital in Turkey. In total 176 questionnaires were returned. Data were collected with a personal information form and Mobbing Scale developed by Özturk et al. The questionnaires were administered between August-October 2011. Data evaluated with SPSS 14 and t- test, chi square, Tukey tests and variance analysis were used for data analysis.

Findings: Among the participants 51,1% were nurses and 48,9% were doctors. The mean score of Mobbing Scale for all the participants was 140,53±35,20. The mean score for senior doctors, resident doctors and nurses were,;94,17±9,65; 140,60±37,98; and 149,24±28,81 respectively. According to the mobbing scale, %11,4 (n=20) of the participants had been exposed to mobbing, but according to their own declarations 18,8% (N=33) had been exposed. There were statistically significant difference between the mean score of the mobbing scale and participants' job title, profession, age, and education level.

Conclusion: Nurses and resident doctors were more exposed to mobbing than senior doctors. It is suggested that especially nurses and resident doctors should be educated about the issue of mobbing and the signs of mobbing.

Keywords: Mobbing, nurses, doctors

INSTITUTIONAL IMAGE ON HIGHER EDUCATION EXCHANGE PROGRAMS: A CASE OF ANADOLU UNIVERSITY

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With the globalization, students have gained the opportunity of having education in both domestic and abroad higher education institutions, and this has increased the competition among the higher education institutions. In an increasingly fierce competition environment, universities place importance to have a positive institutional image in order to be preferred by students. Farabi Exchange Program is one of the most important exchange program in Turkish higher education system. The purpose of this research is to explore the incoming Farabi Exchange students' institutional image perception levels of Anadolu University and to explore whether the students' perception levels of the image vary according to the actual universities of them, to the faculties in Anadolu University, and demographic characteristics of the students. In accordance with the purpose, research has framed as a survey design. T-test and oneway ANOVA test were used in data analysis of the research. Research results revealed that the incoming Farabi Exchange Program students to Anadolu University in 2013-2014 academic year perceive the institutional image of the University positively. In the perception of institutional image, there is difference according to both faculties in Anadolu University and the actual universities of the students. In the perception of institutional image, it has been found that there is not a significant difference in both age and gender. However, according to the city of birth, there is a statistically significant difference in the perception of institutional image.

Keywords: Higher Education, Institutional Image, Farabi Program, Incoming Students

ACCOUNTING OF SMALL AND GREAT CATTLE WITHIN THE FRAME OF IAS 41

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Raising of small and great cattle is one of the most crucial economic activities among the agricultural activities. Small and great cattle are raised for butchery, dairy products or trading them alive.

It is observed that there have been some problems regarding the recognition of small and great cattle that constitute the subject of agricultural activities. Small and great cattle go through the stages of birth, growth, aging and death as they have biological structures. Because of this structure, the procedures of valuation and accounting become harder. The aim of this study is to put forward the difficulties of valuation and accounting of small and great cattle and to present some certain solutions for the problems in terms of IAS 41.

Keywords: small and great cattle, valuation and accounting, IAS 41

Paper ID: 0998

THE APPLICATIONS OF THE SYMBOLS OF THE ANATOLIAN CIVILAZITIONS IN TURKISH PRINTMAKING

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In Anatolian lands where so many important civilizations had lived, like the Hittites, the Urartians and the Phyrigians had got so many first inventions and applications that have been detected in the world history. The Anatolian Civilizations that had grown up the leading names in mathematics, astronomy and geometry had left developments and innovations which have been extending until today. The symbols that are expressing the lives and believes of Anatolian people have been rich elements feeding the Anatolian culture.
It is really difficult to find out when that was the first time that the printmaking had been used in Anatolia. On the other hand, we may observe that the symbols of the Anatolian Civilizations have been used in Turkish printmaking. In this research, by giving place to the artists and their works in which the symbols of the Anatolian Civilizations have been used as a visual and a thematic design tool through the evolution of Turkish printmaking, it is mainly aimed to create awareness for the persons being interested in arts and for the art students in the schools and the universities not only in Turkey but also all around the World.

Keywords: Anadolu uygarlıkları, baskıresim, sembol

COMMERCIALISM OF KNOWLEDGE, ASYMMETRIC INFORMATION AND THE HEALTH SERVICE

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In the 21st Century, knowledge is seen as a commercial meta. Via knowledge we obtain reputation and the power in everyday life, and, knowledge is a source of profit in the commercial life. Accessing information has become easier through, the mass media becoming widespread. However, in some complex products or services, superficial information may not be enough to differentiate effectively among the choices and make a good decision. Buyers and sellers should have the neccessary knowledge about the goods on the market, the costs, the profit and the quality factors in order for the market to function effectively. With the liberaralization of commerce, to form a perfect competition market, buyers and sellers should have the same level of knowledge.

For knowledge to be used as commercial good, sellers and buyers should have different levels of knowledge as the one who gives the service should be more professional in their area.

When the health sector is considered in terms of marketization, it is difficult to sort out the components of health services. Do the health service workers or the users of the services(patients and their relatives) with asymmetric information levels decide on the diagnosis and the treatments in the health sector?

To summarize, the study examines the process of the use of knowledge as a tool for reputation and management in health sector.

Keywords: Information, commercialization, health, asymmetric information

Paper ID: 1003

E-INSTRUCTOR CERTIFICATE PROGRAM: REFLECTIONS OF PARTICIPANTS

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The aim of this study is to introduce an e-instructor certificate program and evaluate the program by examining the reflections of the participants. This certificate program intends to develop teaching competencies of the participants focusing on using technology and material development via online technologies. After completion of ten topics in e-instructor certificate program, open-ended questions were posed to the 10 participants. Since this study is still ongoing, the results will be reported later. Nevertheless, the results of the study will show us some evidences about the effect and quality of the certificate program. Also, it is believed that the certificate program will be improved with the reflections of the participants.

Keywords: e-instructor, online education, teacher training

Paper ID: 1004

A STUDY OF VOLLEYBALL GROUP COMPETITON TO EXPLAINED RELATIONSHIP BETWEEN PERSONAL VALUES INVENTORY AND SPORTS CONSUMPTION

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Understanding of sustainable development issues related to the consumption of the opinion, is the adoption of the idea of sustainable consumption all over the world. Adoption of sustainable consumption behavior and to spread to all sectors of society concerned is useful in the study of factors affecting behavior. In this study, using Schwartz's Values Inventory, sport consumer behavior of individuals with individual values affecting sustainable consumption were examined. In this context, the values for the inventory data set was obtained in the volleyball group competitions held in Isparta come from different places in the sport of individuals acting with the role of consumers. The research results, sustainable consumption behavior was found to be a positive effect on the types of universalism and security values. In addition, participants related to sustainable consumption behavior that has emerged in the mid-level. On the other hand, based on results emerging from the study, stakeholders of sustainable consumption and suggestions for future research has also attempted to rank.

Keywords: sustainable competitive advantage, the value of inventory, sustainable marketing, sports marketing

Paper ID: 1005

EFFORT OF POET TO BB PERMANENT: WALL WRITING FROM ASHIK CAHALABI TO FARUK NAFIZ

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Inspite of people from various social status having different missions from past to now, it's one of the most important efforts of people to be known not just at the age they lived but also after them. It can be seen that this activity reflects on life with different aspects. Building constructions which make human life easier like fountains, mosques, medresseh for the name of people from ruling or rich class for their own name or a well-known scientist's publishing book from his own studies are like the activities mentioned before. A poet who trusts his own artistiry ability tries differents vays to make his poems which he thinks they reflects sensation of aesthetics best to be permanent. Inspite of not being usual some of poets have written their poems walls of kha and dervish lodge. In this study reflections of wall writing of which first examples are seen in Ashık Çelebi, will be examined on Hasan Çelebi, Evliya Çelebi and Faruk Nafiz Çamlıbel. Examples given Ashık Chalabi and Hasan Çelebi's own writings poet biography of Evliya Çelebi visited the city in the mosque wall with tree trunks wrote the date on which continent, from Faruk Nafız Çamlıbel of the poems have been benefiting.

Keywords: Wall Writes, The Name of Persistance of, Ashik Çelebi, Poet Biography

Paper ID: 1041

TRADITION OF USING THE PSEUDONYM IN DIVAN POETRY AND IT'S REFLECTION TO MODERN POETRY

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That the poet acquires a nickname according to his temperament and the concept of "pseudonym" that the poet used that name in the text of the poems that he wrote has started under the influence of Iran in the Divan poetry and has become a tradition in. The use of pseudonym seen in our literature since XIIIth century has placed in the form of adoption in some poets, however in others it has appeared in the form of pseudonym changes in different period and in the divans. It is seen that the same tradition has continued in modern poetry from time to time. Although the wind of Westernization starting in literature and art during the Tanzimat period has resulted in a break away from classical poetry enjoyment and a drastic change in the conception of the poetry, it is not possible to say that the traditional elements has completely disappeared. The poets who exhibited an attitude in favor of the classic poem in the old-new debate have made efforts to continue this tradition and even have taken part in the endless discussion with the artists in favor of western literature. Even though the efforts to keep alive the classic poem has been fruitless and western poetry enjoyment has settled, the traditional values and motives in the art of poetry has perpetuated its presence in the background. The traditional elements may be found not only in the works of the artists who have insisted on the preservation of traditional values but also in the works of poets who fully embraced the western poetry. A kind of the use of pseudonym which manifests that the poet gives a place to his own name in the text of the poem is often encountered in the modern poetry. The poets like Muallem Naji, Riza Tevfik, Nazim Hikmet, Necip Fazil, Attila Ilhan, Bekir Sıtkı Erdogan are a few of the names that continue the tradition of pseudonym by giving a place to this utilization in their poems.
The purpose of this study is to illustrate the traces of this tradition in modern poetry by explaining the tradition of pseudonym and the use of name.

Keywords: Divan poetry, Pseudonym, Tradition, Modern Turkish Poetry

THE INSTITUTIONAL IMAGE OF THE UNIVERSITIES AND LOYALTY RELATIONSHIP IN THE STUDENT EXCHANGE PROGRAMMES: THE CASE STUDY OF THE FARABI STUDENTS COME TO ANADOLU UNIVERSITY

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In recent years, there has been student exchange mobility between both domestic and foreign universities in the higher education area, through the programs such as "Erasmus", "Farabi", "Mevlana" etc. This mobility not only make universities use their resources more equal, productive and efficient but also provide opportunities to the students such as knowledge acquisition, benefitting from the conditions of different universities, cultural enrichment and increasing the potential for the future cooperation. In addition, these experiences are quite crucial so that they would contain the effects to improve the competitiveness of universities in the global space.

In this study, it is aimed to explore if there is any difference in the corporate image perception levels of those students who come to Anadolu University through the Farabi Exchange Program between at the beginning of the first semester and at the end of the exchange period and also set forth if there is any relation between the corporate image and the student loyalty. In line with this purpose the questionnaire form is developed composed of three parts for the data gathering. This study covers 180 students who come to Anadolu University through Farabi Exchange Program in the academic year of 2013-2014. Uluçay Taner's (2012) leveraging scale developed from the literature review is used in order to measure the institutional image. Narayandas's (1966) customer loyalty scale developed to measure the customer loyalty that includes re-purchasing trends, the resistant to the better alternatives and recommending the products to the neighborhood criteria, is used by adapting to the student loyalty scale.

Keywords: Universities, institutional image, student loyalty, student exchange programmes

THE INVESTIGATION OF THE RELATIONSHIP BETWEEN LONELINESS LEVELS AND INTERNET USE

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Internet is being used for various purposes and reasons in many areas of life, however it also has a potential for humans to develop abuse or a kind of addiction for it. Nowadays internet is available in any kind of smart phones and thereby people can spend a great deal of time by engaging in several applications and online games by using their phones. Teenagers can abuse internet use and this may lead to a deterioration in their personal lives. In other words, they may become alone because of their excessive use of internet. Thus, this study aims to investigate the relationship between internet use and loneliness in 18-25 age group. To collect data an online website is planned to be used. A hundred participants will be recruited and with the demographic question form, their internet use time will be taken. They will be divided into two groups: those who use internet less than 4 hours in a day and those who use internet more than 4 hours in a day. Their number of friends will be asked. UCLA scale will be used to assess their lobeliness level. MOS social support scale will be used to assess dimensions of social support. It is hypothesized that the participants who use internet less than 4 hours in a day will score higher in loneliness and will score less in social support than the participants who use internet more than 4 hours in a day. The data will be analyzed by correlation and t-test for independent samples. The limitations and contributions will be discussed.

Keywords: internet use, loneliness, abuse

Paper ID: 1028

ESTABLISHMENT OF THE OTHER, IDENTITY AND DEFORMATION IN CONTEMPORARY ART

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Style deformation in contemporary arts is placed at the opposite of classical beauty and supreme concepts. Visual artist in postmodern era criticized ideal beauty and supreme ideas via deforming the style. Grotesque and carnivalesque notions are used to identify the weird, absurd and ironically shaped art productions which are originated by style deformation technique. Instead of the artworks shaped by the well-accepted beauty notion, the artworks which are composed of apparent ugliness, disabled bodies, and human body wastes are performed majorly for the establishment of the other and identity notions. Thus, repulsiveness is located in front of the beauty notion as a construct for the other.

The smooth sculptures in classical arts are accepted as representations of beauty and the sublimation of idealized bodies. The art products such as Milo's Venus, Michelangelo's David, Titian's Urbino Venus can be exemplified to the idealized beauty notion. These artworks having perfect appearances are discussed as ideology, otherness and identity in modern arts. It is claimed that these artworks lead to the formation of male-dominated and capitalist identity.

In contemporary arts, artists like Hans Bellmer, Thomas Schütte, Elizabeth Murray, Vangechi Mutu, Mark Quin criticized the idealization of beauty by deforming the style and the shape in arts. Thus, they argued for the real identity formation of the ordinary people instead of idealized identities. They developed an understanding as opposed to the dominant arts and they did it by using otherness and identity notions by deformed and disgusting styles.

Keywords: Contemporary Art, Deformation, Other, Abjection

PHYSICS, CHEMISTRY, BIOLOGY TEACHERS' VIEWS ON ALTERNATIVE ASSESSMENT AND
EVALUATION TECHNIQUES IN SECONDARY SCHOOL

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The change started with the new primary curriculum implemented gradually in the 2005-2006 academic year in primary education in Turkey has also progressed gradually until the 2013-2014 year. Several innovations have been brought to the educational approach by new the . One of these innovations is the change in the assessment approaches and practices. In the curriculum based on the Constructivist approach, "process / formative assessment" should be preferred rather than "product / summative assessment". Alternative assessment has been a research subject thought to be an important one to determine the secondary school branch teachers' views on alternative assessment after performance and Project tasks became mandatory by the changes done in 2013-2014 educational year in Turkey. Based on this understanding, in this study it was aimed to determine the Physics, Chemistry, Biology branch teachers' views in secondary schools on the challenges that they faced while implementing the alternative assessment techniques.This qualitative study could also be characterized as a case study. 18 participant teachers were chosen randomly among the 37 Biology, 28 Physics, 30 Chemistry teachers working in the central district of Ordu Province. In this study, interview form was used as the data collection tool. 'Teachers' views form' was held to determine the Physics, Chemistry, Biology branch teachers' views in secondary schools on the challenges that they faced while implementing the alternative assessment techniques. To analyze the results of the interviews descriptive research design was used. According to the results gathered from the survey data, Physics, Chemistry, Biology secondary school branch teachers' views on; the frequency of occurrence of the alternative assessment tools, the challenges such as students, teachers, curriculum and other reasons that they faced while preparing and implementing the alternative assessment and evaluation tools, and the contribution of alternative assessment tools to the educational process were discussed in the light of related literature.

Keywords: Alternative Assessment and Evaluation Techniques, Physics, Chemistry, Biology Secondary School branch Teachers, Teachers' Opinions

TRAUMA AND MEMORY IN THE CINEMA OF YEŞIM USTAOGLU

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Research in history generally underlines that a whole story including many different identities were both ignored and otherized. According to B. Anderson, nation is a society of imagination. Within this framework, remembering and forgetting are very important in imagining building a nation.For Ernest Renan, nation building is not only a process that defines what to remember but also what to forget . The relation with history established on the grounds of ignoring and forgetting resulted in turning several issues into taboos according to official history records. In a country where the relationship with the traumatic past is established on the basis of neglect and traumatic incidents have not been fully considered either politically or legally, the formation of the language of remembrance is a question. In Turkey, after the year 2000, the monopoly on memory has been lost when the personal narrations, which couldn't take part in officially, have been voiced by media. Therefore collective memory has become an arena of multiple and opposing narrations as well. Cultural products which remind and dealing with the past in media such as documentaries, movies and TV series are examples of struggle lasting in collective memory.
Unmentioned themes have taken place in screens recently while historical movies have increased in Turkish cinema. In this study Journey to the Sun (1999) and Waiting For the Clouds (2003) by Yeşim Ustaoğlu will be analyzed context of "National Turkish Identity". Those films including the identity arguments in the term of their production propose the historical viewpoint which examines original place, new and different thinks about usage time. In this framework the movies selected for this study share the question of Turkey's traumatic past and focus on how to define a traumatic past. In other words to explain which images and strategies are used in films to establish a language of remembering in cinema.

Keywords: cinema, memory, history, representation, film studies

Paper ID: 1010

DO WE NEED MOBILE APPLICATIONS IN 3'S TOURISM: CASE OF ALANYA

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As a constantly growing sector over decades, tourism has become a highly competitive business for all countries. While mature destinations study heavily to find ways to increase the number of arrivals or sustain existing figures, countries launch new destinations as a new tourism product. Technology is one of the most innovative tool to get competitive advantages in this arena. Although the use of technology by different components of tourism industry has emerged starting from early days of internet, second generation world wide web technology is most influential factor that affects consumer behavior in tourism. As the tourist is in need of perpetual and updated information while selecting destination, accommodation, transfers, flights, places to visit, entertainment and other operations during the travel, internet has become the main interactive information source through blogs and social media. The development of 3 G technology has enabled portable devices like cellular phones to use informative applications where there is an internet access and caused to present a new concept in tourism literature which is called m-tourism. This exploratory paper aims to define the attitudes of travelers from different nationalities who visit Alanya / Turkey towards the use of m-tourism applications.

Keywords: m-Tourism, Social Media, Tourism, Alanya

WRITING EDUCATION'S ROLE ON TEACHER EDUCATION

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Writing, accounted as the root of civilization, is a first key of the education, as well. With the use of universal informatics, it seems the necessity of writing has lowered; however, the importance it deserves and dignity of the writing which shapes the destinity of humankind should not be allowed to suffer from erosion, it should be prevented ignoring or obscuring the fact that writing well is a gift. Intercalarily, to improve the quality of education and teaching it should be delicately emphasized the writing well. The aim of this pronouncement is to emphasize the necessity of the awareness of responsibility about writing well should be developed. In addition, the value of writing action increases with the writers who write purely, fluently and well.

Keywords: Primary education, Writing, Writing teaching.

Paper ID: 1011

THE NARRATIVE OF DIFFERENCES: REPRESENTATION OF KURDISH WOMEN IN TURKISH NOVEL

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Although one of the most problematic issues of political agenda is Kurdish problem through the history of the republic of Turkey, this research aims to show representations of Kurdish woman in Turkish novel tradition by reason of going beyond the indifference interpretations that say about the senses of Kurdish woman. Considering the fact that a novel could be read as a cultural document, the first chapter of this thesis primarily includes discussions of feminist literary criticism which adds every texts they analyse to historical and social dimensions.

Feminist literary criticism shows how literature works constitutes cultural contexts with regard to arguments about language and gender by interrogating the effects of flat characters, morals and language on women life. To understand these cultural contexts, this study argues how the identities of Others are emphasized within the context of the relation between national identity and Other within Turkish novel tradition in the framework of historical development of novel in Turkey and main themes. Turkish novel tradition becomes guideway to understand Kurdish woman who is other of other in this literature. For this purpose, nine novels which were published in early republican period of Turkey in which national identiy was tried to constitue and were published after 1990 when Kurdish women characters became more frequently subject to novels were selected and analysed in this research. In these analysed novels, kurdish woman is an object that is supposed to be "saved" with the narrative forms which are shaped through the tension of West and East. These novels set light to attitudes to Kurdish problem of writes, as well.

Keywords: Feminist Criticism, Turkish literature, Kurdish Woman

Paper ID: 1013

RADICAL MEDIA IN TURKEY IN 1970

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The thesis titled "Radical Media in Turkey in 1970's" treats of the discontinuous publications of three socialist movements in Turkey between the years 1970 and 1980 and portrays of the qualities of the periodicals of these fractions. In the scope of the thesis, by dealing with fractional publishing which lays ground for formation of an opposite public sphere in Turkey, the general, thematic and linguistic properties of radical media activity, conditions of publishing and publishing process have been examined.

In this context, firstly, practices of radical publishing were described and notions of alternative radical media were paraphrased. Practices of radical alternative publishing were dealt in accordance with their positions in democracy discussions, their relations with civil society and their meanings for the socialist movements and class movements.

Secondly, the radical media of the socialist movement in Turkey was dealt with. In this sense, socialist publications from the period of Ottoman to present were gathered and their publication activities were listed. The publications named as Kurtuluş, Devrimci Yol and Halkın Kurtuluşu was examined as the publishing activities after 1974. The common sides and discrepancies of these publications have been sought by focusing on editorial process, thematically titles and visual materials. Thorough the discrepancies and similarities, the rhetorical features of the language of socialist movement have been tried to be determined. As a result, it has been found out that, there is an iterative expression, an imperious linguistic structure in all of the publications stated. Besides, it has been determined that all these publications had not taken into consideration the differences of the target 212 audience such as ethnicity, gender, age, etc. and equalized all of them. Also, it was seen that, in these publications, visual materials were used very limitedly.

Keywords: Communication Sciences, Radical left, Socialist movements

Paper ID: 1015

INVESTIGATING THE CONTINUOUS ANGER AND HOPELESSNESS LEVELS OF PARENTS WITH DISABLED CHILD

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Today, the number of disabled individuals in Turkey is substantial size. People with disabilities are 10-12% of the general population, without certain it is estimated to the number of them is about 7-8 million (Republic of Turkey, Prime Ministry The Presidency of The Disability Administration). If we add families, the size of it will become more evidental. Parents feel themselves so miserable, helpless and depressed when they learn their children are disabled or they will. They don't know how to deal with this situation and because of the non-functional social support systems, they feel despair and they get angry.

The aim of this study is to investigate the relationship between continuous anger and hopelessness levels of parents with disabled child. We used Pearson's method of moments to determine the relationship between continuous anger and hopelessness levels. The population of the study was made up of the parent's child in five different rehabilitation centers in Karatay, Selçuklu and Meram districts of Konya. The study group consists of the parents of 188 children who attend to these five rehabilitation centers. We obtained the study's data using the Continuous Anger Scale and Beck's Scale of Hopelessness. We used SPSS 20.00 in order to evaluate the obtained data. 54 (28,7%) of the participants were fathers and 134 (71,3%) of them were mothers. They were aged between 21 and 56. The average age was 38 (sd, 7,1).As a result, we found a statistically significant positive relationship between continuous anger and hopelessness (p < 0.01).

Keywords: Continuous Anger, Hopelessnes, Disabled Child

A LOOK AT FOREIGN TRADE RELATIONS OF THE TURKEY - RUSSIAN FEDERATION

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Blacksea is a region that hosted to various civilizations from ancient times in this region, Turks and the Russians which have developed a close relationship from various angles throughout history, have attracted attention as the two nations. These relationships have shown itself in economic, political, social and many other field On 12 December 1991, these relationships between Turkey and Russian Federation which founded as a result of dissolution Soviet Socialist Union Republics (USSR) that consisting of 15 countries, continuity has become. Turkey has a very important strategic position that helps to Russian Federation to opening to the world . With the disintegration of the USSR lost the Cold War, although its former importance lower; Turkey's strategic importance for the Russian Federation not change. In the peace process, economic and trade relations have developed increasingly .

In this study, the share of Turkey's foreign trade in the Russian Federation, in terms of both value and product groups are considered. Russian Federation is the country that in Turkey's top 20 country based on foreign trade . Russian Federation at the 5th Turkey's most export and the first place of import. According to ISIC Rev.3 Level 1 statistical classification, based on Turkey's import from Russian Federation, mining and quarrying products have a large share, on the other hand, manufacturing of industrial products ate the top of export list.

Keywords: Foreign Trade, Turkey, Russian Federation

RETREAT TO THE UNDERGROUND AND/OR IMPRISON HIMSELF AT HOME: A COMPARATIVE STUDY ON THE ISOLATED INDIVIDUALS OF DOSTOYEVSKY AND OGUZ ATAY

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Dostoyevsky is the most important writer not only for Russian Literature but also for the World Literature giving fictional literary works in the XIXth century. He was successful at reflecting the story chareacters' inner world and psychology so that his reputation went beyond the borders and he was a source of inspiration. His success in this regard clearly revealed by the short novel Notes from Underground published in St. Peterburg in 1864. In his society order, the psyche, mood and psychological dilemmas of characters incompatible with a human image and even self-alienated psychological dilemmas of people in his novel charecters made these fictional characters worldwide the world's fictional chareacters. This mismatched characters which are made common with the concept of modernism and the reflections of realistic world and are significant front of the XIXth and XXth centuries world literature. Oğuz Atay, after 1970 announcing his name to the world of literature, had a special place in Turkish Literature. He is remembered with charecters created in the novel's story caharecters of the "losers". Atay's basic materials are the charecters separated from the existing value system, imposibility of creating a new set of values, allowing in the throes of the solitude, moody, mismatched behaivours and inconsistency with the order imposed by the structure of the modern world and society. We see the same attitude not only in his masterpiece accepted novel Losers but also in his story book While a Waiting the Thrill. The longest story, with the same name with the book, introduces a solitary's drama of illusion created by suspicion and narrates in a rare impressive method.
The purpose of this study comparing Dostoyevsky's novel Notes from Underground and Atay's book While a Waiting the Thrill stories and handling the styles of two writers on incompatible, alienated and reclusive individuals at their literary works.

Keywords: Oğuz Atay, Dostoyevsky, Modern World, Alienation, Depression

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DETERMİNİNG THE SCHOOL PRİNCİPLES' COMPETENCY AND INTELLECTUAL LEADERSHIP LEVELS BY MANAGERİAL EXPERIENCES

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Nowadays, with the development of science and technology a rapid change in the field of education is experiencing. across This change changes in the competency and leadership roles with the speed of change of educational administrators has to occur become almost mandatory computational competency is also added to.technical, human and conceptual competencies of school administrators. School principals are also defined as intellectual leader becouse of school principals' tasks as generate revenue, be a role model, teaching leadership and to represent the school. School principals perform the application size of the educational administration in schools accordance with leadership levels and competences fields. School principals are gaining managerial experience in educational management with this practices. The school principals experienced in the management of the schools can be said as an intellectual leader and competency at directing their shools successfully. When looking at the literature the studies in accordance with the competence of school principals are conducted that but it can be seen there is no studies about the intellectual leadership of the school principals. In particular, a study haven't seen that correlating directly with the school administrators' managerial experience predicted intellectual leadership and competency levels. we thought that our research will contribute the field of educational administration and literature, also through managerial experience also capture the rate of change in the size of the application to the school principal benefits

The purpose of this study; is to use managerial experience in determining the level of school administrators' competence and intellectual leadership. Depending on this object answers will be searched for these questions; Are managerial experiences determining significant predictor of school administrators' in the level of proficiency? Are managerial experience of school administrators in determining the level of intellectual leadership as a significant predictor? is there managerial experience relationship between the level of intellectual leadership and competence level in line with managerial experience of school administrators by? Does school administrators' their organizations on the type of demographic characteristics (kindergarten, primary, secondary, vocational and Anatolian high schools) is differentiated according? Because of the continued; findings, discussion, conclusions and recommendations will be presented in full text sections.

Keywords: Educational Administrator, Competence, Managarial Experience

Paper ID: 1023

EFFECT OF IFRS ADAPTATION ON ACCOUNTING QUALITY IN TURKEY

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Many companies listed in Borsa Istanbul (BIST) in Turkey had voluntarily started using IFRS in financial reporting owing to various stimulations and motivations even before it became compulsory to use them in 2005. Some of them aimed to lower cost of capital, while some others intended to take on loans with more favorable terms by bringing transparency forward. There are studies reporting that some of those companies didn't expect any benefits from utilizing IFRS but used them just for prestige. It is a common view of researchers that the accounting standards, which are accepted by the decision makers of the accounting systems such as administrations, company executives, capital markets and credit corporations, have positive effects on the accounting quality regardless of the reasons to apply them. This study refers to data of 35 companies those applied IFRS voluntarily from 2002 to 2005, and data of 35 companies those applied IFRS compulsorily from 2005 to 2008. Accounting qualities of companies those applied IFRS voluntarily are compared to those applied IFRS compulsorily by means of Dechow and Dichev (2002) model for revenue management.

Keywords: IFRS, Accruals, Accounting Quality

THE IMPACT OF EMPLOYEE' PERSONALITY TRAITS ON SILENCE OF ORGANIZATIONAL

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Organizational silence which is expressed not shared ideas, thoughts and information deliberately within the organization,, does not allow to overcome the elimination of the shortcomings and improvement in enterprises. Taking a collective state of silence leads to a climate of organizational silence and this causes the organization to be stationary. This is a barrier to ensure compliance within the organization. Thus, the productivity decreases depending on employee performance, businesses are moving away from the target, drop into fail position against competitors and continuity of supply can not fail. The main objective of this study is to determine, how to create an effect of employees' personalities traits on organizational silence. In this study quantitative method was applied and the data was collected through questionnaires. The field research of study was conducted on employee who were working in five star accommodation establishments which operates in Alanya. Determination of organizational silence experienced in hospitality business how affected by employees' personality traits is expected to provide a significant contribution in solving problems within the organization.

Keywords: personality, Organizational silence,Employee' Personality Traits

THE CONTRIBUTION OF THE WEB DESIGNED BY MULTIPLE CONTENT MODEL TO TEACHING PHILOSOPHY AT THE HIGH SCHOOLS

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Nowadays, the power and importance of the increasing internet facilities has necessitated almost all types of education to use these facilities in one or another way in education. Today, the use of WEB facilities, particularly in teaching philosophy, has been very limited despite the qualitative change for access to the sources of knowledge provided by internet. The form of internet use does not seem to be effective and efficient especially in teaching philosophy at schools. One main reason for this is the fact that the teachers tend to see the use of internet just as an auxiliary instrument to the classical teaching methods. Internet, however, provides for much more than an auxiliary instrument. In this presentation, the impact of the use of WEB designed by the Multiple Content Model on the philosophy courses thought in the high school curriculum developed by the Ministry of National Education is discussed. The students were thought some units of philosophy courses through the WEB differently than the classical teaching and learning methods. Thus, the attitudes of the students towards the use of WEB designed by Multiple Content Model and the philosophy courses were measured. Consequently, it was found out that the use of the WEB designed by Multiple Content Model had positive impacts on the students' participation in the courses.

Keywords: Education, Web Content, Multimedia Design, Teaching Philosophy

THE RESEARCH OF THE IMPACTS OF HISTORY CLASS ON MAKING THE HIGH SCHOOL PUPILS CONCIOUS OF HISTORICAL THOUGHT AND HISTORY (K.MARAS SAMPLE)

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Far behind a class, History is an old dicipline and scientific area, having a specific branch but it also attracts the attention of the history lovers, thus, people fancy finding out history.
The problems and teaching techniques of history have been discussed for years. In this study, It is debated if teaching of history makes the high school students concious of learning it. This research was done in the city center of K.Maras during 2013-2014 education year. The questions were asked to 166 high school pupils, studying at 4 different state schools, belonging to the Ministery of National Education. Moreover, 9 history teachers, working in these schools were interviewed, too. 25 questions were asked to the students. The outcome of the questionnaire was analyized with the tables on the SPSS programme. It is clearly seen that, the pupils have a prejudice to history, therefore it affects their behiours negatively towards the lesson. It is observed that the present method and education system are insufficient for attracting the students' attention. Pupils are not intersted in history because of the following reasons; education system, boring
teaching technique, the negative effects of historical T.V series and movies, exam fear, subjective teaching technique, despite being keen on visiting historical places, students are not supported.

Keywords: History, historical concious, historical teaching, high school, historical thinking

Paper ID: 1018

IN-SERVICE TEACHERS' VIEWS ON THE ENVIRONMENTAL EDUCATION, HUMAN BRAIN AND GENETICS, HEALTH AND SEXUAL EDUCATION

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The main aim of this study is to present in-service teachers' (Class, Science, Biology and Turkish Language Teachers) views on the environmental education, human brain and genetics, health and sexual education. The presented paper in here is a follow-up study of European Commission supported project titled Biohead-Citizen which included 19 partners. The research method of the study is field scanning (descriptive method). Field scanning study is a research method that determines the current situation. Surveys set up a substructure necessary for special purpose studies and provide a suitable atmosphere to figure out the searched problem. The questionnaire developed in the context of Biohead-Citizen project was used as main data collection tool in the study. The questionnaire was translated into Turkish by English language experts. Then Turkish version of questionnaire was interpreted and adapted in Turkish Education system. And finally, a back-translation process was made by a team of science education experts for validation purposes. A pilot study was conducted for reliability issues, implementing the questionnaire to 133 pre-service science teachers. The statistical results revealed that the Turkish version of questionnaire is valid and reliable for further research purposes (cr-α= . 843). The survey has been prepared as the likert scale. For each question there four choices involving (agree to disagree). Participants are asked to mark one choice and answers are marked as 4-3-2-1 points. The scale is planned to be done by internet and finished in 20 to 30 minutes. The research questions of this study are as follows: 1. What are the in-service teachers' views related to environmental education, human brain and genetics, health and sexual education? 2. Are there any differences among the defined groups in terms of age, gender, teaching experience etc.? Further findings and connected results will be discussed with extensive literature review during the conference.

Keywords: In service teachers, Environmental education, Human brain and genetics, Health and sexual education

Paper ID: 1031

WOMEN'S EQUALITY IN THE POLITICAL FIELD AND HOW IT IS POSSIBLE? AFTER THE YEAR 2000 ASSESMENT TURKEY

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Politics in its broadest sense is the activities which are related to the rules regulating, preserving or modifying humans' lives. Politics as prerequisite for human condition is crucial to communities and governments. Following the arguments on the end of ideologies or of the clash of ideologies, the notion of politics and political structures have been relied heavily on democratic criteria. The principle of political equality comprises the essence of democracy which is succintly defined by Lincoln as "government of the people, by the people, and for the people". Yet It seems that this principle which involves the allocation of power has applied fully to no democratic country in terms of gender equality. Political rights include a wide range of rights . Women who were excluded even from the right to vote for centuries, could not be a member of the governed majority. Women who have strived hardly to get actively involved in political sphere, are still striving to fully actualize equality now.

The biggest illusion of power has been the belief that legal arrangements of political rights are sufficient for the actualization of political equality. Without a socio-economic change, the sole political and legal arrangements are bound to be formal ones. Instead, it would be appropriate to cope with socio-economic inequalities at the base as well for the equal representation of women in political sphere. In addition, it is significant to identify the political and legal shortcomings and deficits, and to produce a solution to them. This paper attempts to evaluate the steps taken to actualize women's political equality in Turkey after 2000 on those two axes. It will also analyze whether it is possible for women in Turkey to be equal in political sphere in the light of the obtained datas.

Keywords: women in Turkey, political equality,gender equality, participation

Paper ID: 1034

ECOLOGICAL HORIZONS: NEW TYPOLOGIES, TOPOGRAPHY AND HYBRIDIZATION

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Consuming the natural structure so fast leads designers to set new methodologies for design and efforts for its development. By reason of these efforts, new design methodologies and new typologies has occurred. As a result, the request to expand the application areas, ecological awareness and discovery, protection of topographies, continuity, fluidity, factors such as these has revealed concepts of new typologies and hybridization in designing.

In this paper, the concept of ecology, topography and hybridization examined, how new concepts develop with environmental awareness and and new typology samples were evaluated. As a result, sample evaluation has been targeted to take steps to establish the ecological balance, ensuring the continuity and expansion of the use, managing energy use correctly, designing with renewable resources, offering environmentally living space with respect for nature, ensuring the change in ideas.

Keywords: Ecology, New Typologies, Topography, Hybridization

TRUST, IDENTITY AND ORGANIZATIONAL IDENTIFICATION RELATIONSHIP IN HEALTH SECTOR

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The sense of trust plays a very important role in all areas of life as well as in organizations. The growing importance of trust in organizations has been the subject of many researches. Organizational identification has also a remarkable contribution to organization's success. Both organizational trust and identification helps an employee to associate with an organization's goals, values, norms, and beliefs.

Increasingly crowded health care institutions and growing intensity of patients, health professionals fall behind demand numerically and psychologically. Hard working conditions grow the need of organizational trust and identification for health care workers to make their jobs better, more efficiently and without the sense of burnout.

In our study, we tested the relationship of perceived organizational trust and organizational identification in health sector. Our results showed that; there is a positive relationship between perceived organizational trust and organizational identification and organizational trust has a positive impact on organizational identification.

Keywords: Organizational trust, Identity, Organizational identification

EXAMINING THE MOTIVATION WITH SOME VARIABLES IN HOTEL BUSINESSES

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Goals of the study:
In this study, the tourism industry, examined the relationship between motivation and some variables such as gender, education, tourism-related level of education, the workplace where the duration of working time and work in the industry.

Method of the study:
Rixos Hotels Group, which has an important place in the tourism sector employees comprised the research sample. Questionnaire was administered to 190. The survey technique was used to collect
the data.Surveys consist of reliable scales and demographic questions. The data obtained were analyzed by SPSS 16 software. Data analysis, frequency, percentage, t-test and ANOVA test statistics,
correlation analysis is also used.

Results of the study:
There is no significant relationship between motivation and some variables such as gender, education, tourism-related level of education, the workplace where the duration of working time and
work in the industry. There is a relationship between motivation and marital status.

Keywords: Motivation, Hotel Business, Tourism Administration

MERITOCRATIC ORDER AND THE STATUS ANXIETY

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As it stated in the dictionary of the Turkish Language Institude; an individuals state in an institution or society, status is one of the dynamics of the daily life. In this study, status and the system that we live in which means the capitalism dealings will be examined and the nature of this dealings which is dealed through the metas will be questioned. In this paper which is based on Alain de Botton's 'Status Anxiety meanings of status which is given by present societies will be analyses through the authors link between anxiety of status and the meriyocratic order. Meritocracy is the controbution of the individuals to the social life in their own abilities within the same competition terms. Especially in the western societies it changes from a culture in which the poverty shared by the whole society, needy people is more good in themselves then the rich ones since the Christ and the rich peoples ticket to heaven is more unlikely then nailing the jelly to the wall, to a culture in which needy people are humiliated and found unsuccessful. With the rises of economic meritocracies
needy people changes to the unsuccessful people who insulted by the rich people from people who are misfortuned. Richness is not just about the money but about goodness and status. So called equitable and competative word order make the people who are not successful enough ashamed. Within this order people looking for the public figures who are not that different from themselves, carried away with an unnecessary feeling of need and making their life miserable. Especially if this successful figures are in their enviroment their misery are getting worse. Qualitative, historical design method is used in this paper. Relations between meritocratic order and status, and roots of status anxiety will be questioned.

Keywords: Status, Meritocracy, Competition

Paper ID: 1044

APPEARANCE of INTERVIEW WRITING in TURKISH JOURNALISM

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"Interview", which is thought to be based on seyahatnames (travel book) in Ottoman era,is a format that depends on research, investigation, witnessing, observation and deep examinations documented by photos, about the incidents or phenomenons in its conceptual universe. Interview, that includes many specialities of other types such as travel/impression writing, articles etc. has been the most important form of writing throughout the history of Turkish journalism with its deep interaction with literature and with its nature that allows many narrating options. Hence the writers (most of them are literature oriented) who did many contributions to Turkish Journalism, also improved the interview as a type and helped this strong eloquenced type to become one of the most dynamic and qualified format of Turkish Journalism. Especially after the 60's a generation of writers who travelled Anatolia, showed the socialist strength of interviews by writing the unknown human stories, unseen beauties, oftenly ignored issues with a great linguistic proficient. After the 80's Turkish journalism has undergone many structural changes and had to adopt new culture. The main principles of this new culture consists of, transforming the newspapers to a completely commercial business, energizing the magazine, sports, life style areas, putting or defining the social realities in the shadow of İstanbul (which is a worldwide metropol) and allowing the visuality to manage all media context. Interviews, depending on researches, examinations, questioning and witnessing need a great effort, attention and talent to put on paper with a subjective and impressive style. But rapid changes and intensive tempo in journalism forced interviews into a change in terms of form and concept. The era of newspaper managers who are sending their reporters to Anatolia for weeks to make an interview passes and new managers prefer reporters that are doing their interviews only with three questions. Waiting pragmatic and functional interests from journalists instead of investing in them is one of the last edge of the deeply changes. Therefore ignoring the investment in human capital, leads to a change in newspaper concepts starting with the interviews. In this study, Hürriyet, Sabah, Milliyet, Zaman, Yeni Şafak, Gözcü, Cumhuriyet and Evrensel newspapers will be examined in a 15 days progress with content analysis method, in order to analyze the appearance of interviews in contemporary Turkish newspapers. The interviews will be categorized with chosen themes in order to reach a inclusive result on contemporary interview writing styles.

Keywords: Interview, Turkish Journalism, Transformation

Paper ID: 1045

EVALUATION OF LEGAL AMBIGUITIES: A UNIFIED MODEL APPROACH

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There are two generally accepted categories of legal ambiguity; those regarding legislation and those regarding the facts. Validity of this categorization is subject to argument. The ambiguities on facts can argued to be unrelated to legal ambiguity essentially. Because there are already solutions to the ambiguities merely on facts. The procedures that should be used by judges in ambiguous cases are predetermined by the norms and principles such as those regarding the burden of proof etc. There are some ambiguities which are indirectly related to the facts although they are not merely related. There can be some ambiguities on determination of legal naming of an element related to the facts. For example, a case on the categorization of a fire arm as a weapon or an electric bicycle as a vehicle can include ambiguity. However in such cases, the ambiguity stems from the application of the language of law. Nevertheless it would be equally wrong if one argued that it is merely a semantic ambiguity due to the fact that the statements on "fire arm" or "vehicle" are already clear and determined in the legislation. The ambiguity arises from the appropriateness of fitting the fact in the application of the language of law within the context. This study, we aim to provide a criteria to overcome this ambiguity. For this purpose, firstly, we evaluate the opportunities provided by the methods of legal interpretation. Secondly, we propose an eclectic model in which subjective teleological interpretation and objective teleological interpretation methods can be utilitised together -which are traditionally accepted to be opposing methods.

Keywords: Legal interpretation, ambiguity, eclectic method of legal interpretation

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DEVELOPMENT OF THE KNOWLEDGE AS EVOLUTION: THE PROBLEM OF POSITIVE AND NEGATIVE SELECTION IN NIKLAS LUHMANN'S EVOLUTION OF KNOWLEDGE

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Meinhard Miegel "(Bittlingmeyer 2002:225) argues that the development of the knowledge society is the third massive paradigm shift in the history of the humanity. This conclusion has two important meanings for the development of the knowledge. First of all this statement means that, the knowledge is the most important component to identify the modern societies. Secondly this conclusion has the meaning that, both the society and the knowledge has undergone radical changes. Neither the society nor the knowledge has remain the same. The question that now arises is how this change is explained in the social sciences.

Social scientists have explained this change with different notions and terms. Some thinker have identified this change as development of the society while others choose the term modernization. Niklas Luhmann is one of the most important thinker who has also dealt with the development of the knowledge. In his book „Die Wissenschaft der Gesellschaft" Luhmann defines the change of the knowledge as evolution of the knowledge.

The main point of this paper is Niklas Luhmann's notion of "evolution of the knowledge". In this work firstly the main points of Luhmann's concept of the evolution of the knowledge should be described. The aim is here to show how Luhmann has figured the evolution of the knowledge. Thereafter a critical analysis of his concept should be included and its shortages should be pointed out. The main critical point is the problem of communication as positive and negative selection.

Keywords: Knowledge Society, Niklas Luhmann, Evolution of the Knowledge, Positive Selection, Negative Selection

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RETREAT TO THE UNDERGROUND AND/OR IMPRISON HIMSELF AT HOME: A COMPARATIVE STUDY ON THE ISOLATED INDIVIDUALS OF DOSTOYEVSKY AND OGUZ ATAY

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Dostoyevsky is the most important writer not only for Russian Literature but also for the World Literature giving fictional literary works in the XIXth century. He was successful at reflecting the story chareacters' inner world and psychology so that his reputation went beyond the borders and he was a source of inspiration. His success in this regard clearly revealed by the short novel Notes from Underground published in St. Peterburg in 1864. In his society order, the psyche, mood and psychological dilemmas of characters incompatible with a human image and even self-alienated psychological dilemmas of people in his novel charecters made these fictional characters worldwide the world's fictional chareacters. This mismatched characters which are made common with the concept of modernism and the reflections of realistic world and are significant front of the XIXth and XXth centuries world literature. Oğuz Atay, after 1970 announcing his name to the world of literature, had a special place in Turkish Literature. He is remembered with chareacters created in the novel's story caharecters of the "losers". Atay's basic materials are the charecters separated from the existing value system, imposibility of creating a new set of values, allowing in the throes of the solitude, moody, mismatched behaivours and inconsistency with the order imposed by the structure of the modern world and society. We see the same attitude not only in his masterpiece accepted novel Losers but also in his story book While a Waiting the Thrill. The longest story, with the same name with the book, introduces a solitary's drama of illusion created by suspicion and narrates in a rare impressive method.
The purpose of this study comparing Dostoyevsky's novel Notes from Underground and Atay's book While a Waiting the Thrill stories and handling the styles of two writers on incompatible, alienated and reclusive individuals at their literary works.

Keywords: Oğuz Atay, Dostoyevsky, Modern World, Alienation, Depression

ENFORCEMENT PROCEEDING WITHOUT JUDGMENT in TURKISH and SWISS LAW

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Enforcement proceeding without judgement is a belonging to Swiss and Turkish systems. Execution proceeding starts with payee's demand which is related to it without any sentence in this system.
This system was be constituted on just payee's claim. Firstly we deal with in this article and these principles particularly will be considered execution for debt and order for payment. Moreover we discuss purpose of enforcement proceeding without judgement, finalization of order for payment and it's legal character, provide opportunities to debtor, statutory devices to payee and how courts get involved in this process. While determining this subject we also touch upon other law systems (German, Austria and French Law).

Keywords: execution law, order for payment, general principles of execution proceedings

INDUSTRIAL RELATIONS AND TURKEY SAMPLE AS A FUNCTION OF HUMAN RESOURCES

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Gradually becoming crucial of human resources nowadays, losing power of trade unions which are one of the industrial relation parts and deuniozations politics in business brought along the discussions about the future of industrial relations. Especially, human resource's taking place of industrial system has been the question of debate for academicians exercising in this field. When human resources' functions about industrial relations are thought, human resources are evaluated as one of the factors effecting industrial relations system. Human resources management in Turkey has became important gradually and its efficiency on batch jobs registers on industrial relations system as well as being contentious.

The main purpose of this work is to propound the effects of human resources management, which started to be seen as an alternative to industrial relations, on industrial relations; besides, is to discuss the effectiveness of human resources management in this field because of being one of the human resources functions. Changes which experienced in industrial relations and relation between human resources and industrial relations will be examined with regards to Turkey and applications in this field will be tried to be propounded.

Keywords: Human Resources, Industrial Relations, Turkey

Paper ID: 1056

AN INVESTIGATION OF UNEMPLOYED UNIVERSITY OF UNEMPLOYED UNIVERSITY
GRADUATES' DEPRESSION LEVELS: THE CASE OF CANAKKALE PROVINCE

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Unemployment is a significant process around the world that affects individuals both economically and psycho-socially. While economic deprivation comes into mind first about unemployment, it is known that unemployment have an effect that breaks down individuals' psychologies even if economic deprivation is not the case. Among factors that cause stress and depression among individuals, unemployment is counted as one of the first three factors. In this regard, today number of unemployed university graduates is increasing fast in Turkey and identifying their depression levels bears great importance. This study aims to assess depression levels of university graduates by using general health survey. The universe of the study consists of 1810 unemployed university graduates that are registered to Canakkale İş-Kur, a government institution responsible for business start-up processes. 250 of the mentioned unemployed were conducted general health survey by face to face and mail. Conclusions about effects of having higher education over unemployment psychology have been made by using the obtained data.

Keywords: unemployment, depression, the psychology of unemployment

THE SUBJECT OF THE PROPERTY RIGHT IN TURKISH CIVIL LAW

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According to Turkish Civil Code, the issue of the property rights, as in German law, is the material goods.In accordance with the principle of the definitiveness of Property Law, only an independent existence with anything in particular things may be the subject of the Property Law. As a result of that, legally in simple goods more than one person can not be the owner of different parts. As an example, while a person is the owner of front side of the car, another person can not the owner of theback side. Undoubtedly, these two, legal or natural, person can be the co-owners of the car. However in this case, the car, is the subject of a single ownership, though in all. Indeed in that case, there are more than one owner.

A combined property, as a whole, can be the subject of the property right because combined properties are composed of integral and main parts, for example radio, book, lamp etc. The essential problem is to determine that when a part is main part or integral part of the property. It is clearly defined that a tire is integral part of a car but the same thing can not be said about car and radio relationship. Therefore, the terms of "integral part" and "accessory" should have defined. In Turkish Civil Code Art. 684 handles the term of İntegral Part and "accessory" is explained in Art. 686.

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HOW CAN WE PAVE A NEW PATH FOR SOCIAL SCIENCES?
(THE EXAMPLE OF SOCIAL POLITICS AND SOCIAL WORK DISCIPLINES)

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While the natural scienes try to make generalizations by analyzing the causalities surrounding the earth, social sciences deal with explaining the meanings, or emphasis of our social world. In a different perspective, while the earth sciences prioritize expalining things and happenings, social sciences try to understand them.

The subject matter of social sciences is the realities created by human kind. All scientific disciplines are in interaction in the process of gathering information about social realities. No single field of science is capable of drawing a complete picture of the perceived social reality. Each social science discipline studies only the respective section of the social reality. Social reality, on the other hand, is an indivisible unit. All social science disciplines, therefore, are required to cooperate with each other in order to explain that unified field.

Social sciences, all in all, is a group of academic disciplines. Social politics and Socal Work are two major and interrelated members of this group. There is no doubt that these two disciplines have many things in common even though they also have difference of attention. Beyond this rather minor difference, however, some scientists have a tendency to lock themselves in some kind of academic 'ghettos' by converting these differences to a kind of professional chauvinism. This attitude, in turn, effectively blocks the progress of social sciences and poses a major problem in front of the field all together.

Starting with an example of social politics and social work disciplines, this presentation focuses on the barriers in front of the progress of social sciences as well as possible alternatives about how to break the impasse.

Keywords: Social Sciences, Social politics, Social Work, Discipline Ghettos, Professional Chauvinism

Paper ID: 0166

COMPETENCY-ORIENTED EXPECTATIONS FROM LEADERS AND THE ROLE OF LEADERSHIP IN HEALTHCARE ORGANIZATIONS

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The leadership approaches in healthcare has been a trend topic which is investigated increasingly in Turkey recently. Healthcare is an important market that has to be investigated en detail about leadership because of its critical condition. Therefore, performance, efficiency and effectiveness come to the forefront. Also, leaders and leadership who plan and manage these factors have great importance. In this paper, a leadership model which provides the sustainability of organization for effective leadership, uses resources effectively and increases the care quality and safety of patient as well as profitability is proposed.

Keywords: Leadership in Healthcare, Standards of Leadership, Behavior Analysis

Paper ID: 1064

THE ANALYSIS OF FACTORS AFFECTING EMPLOYEE SATISFACTION IN A HEALTHCARE ORGANIZATION

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Healthcare is an effective service in developing social welfare. Employee value plays a big role in service quality of organizations. In this paper, a model is developed for the analysis of factors affecting employee satisfaction in a healthcare organization which has more than 2 thousand employees and results are analyzed. By the regression model, main factors such as job, organizational services, belonging, work environment, business principles, management and communication are defined for different employee groups. Impact of the factors affecting general satisfaction on behavior and attitudes of employees are evaluated.

Keywords: Employee Satisfaction, Regression Modeling, Healthcare, Behavior Analysis

THE RELATIVE AGE EFFECT ON ANTHROPOMETRIC CHARACTERISTICS AND MOTOR
PERFORMANCE IN TURKISH BOYS AGED BETWEEN 8 AND 12

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Purpose: This study is held in order to analyze the relative age effect of Turkish boys aged
between 8 and 12 on the anthropometric characteristics and motor performance.
Material and method: Boys aged between 8 and 12 (N=601) participated in the study.
Anthropometric measurements are taken from anatomic parts in accordance with the protocol
defined by ISAK (International Society for the Advancement of Kinanthropometry). For each age,
data between boys born in first three months and last three months are compared. It is applied t-
test for statistical analysis of the data. It is looked at the differentiation and change percentages
according to the periods.
Findings: When anthropometric characteristics are compared, separately for each age; higher
values of body weight (BW), body mass index (BMI), sitting height (SH), arm circumference (AC),
contracted arm (brachial part) circumference (CAC), waist circumference (WC), hip
circumference (HC), calf circumference (CC) and Humerus diameter (HD) are found in boys born
in the first three months. According to the motor performance values, it is again found higher
performance in agility (A), speed (Sp), arm velocity (AV), body strength (BS) and endurance (En)
in boys born in the first three months. The differentiations amongst data mentioned above
belonging to two periods are found statistically significant ($p \leq 0.001$, $p = 0.05$).
Results: In the process of performance evaluation in sport activities and talent selection and
orientation programs organized for boys, it should be considered the relative age effect as boys
born in the last three months should not be disregarded.

Keywords: Relative age, anthropometric characteristics, motor performance, boys

GAZİANTEP UNIVERSITY FACULTY OF HEALTH SCIENCES STUDENTS AND FACULTY OF ARTS AND ALTERNATIVE MEDICINE A PERSPECTIVE

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OBJECTIVE: The aim of this study Gaziantep University Faculty of Health Sciences, and Science (Chemistry, Biology section) students learn the perspective of alternative medicine Alternative medicine is information about the query and evaluate.

This research, while the University of Gaziantep in the Health Sciences and the Faculty of Science (Chemistry and Biology Department) students '800' fame randomly than 300 under observation through a questionnaire was administered and the resulting data spss16 program was prepared by

RESULTS: 51.7% of 300 students between the ages of 20-23 percent, 94.3% were single, 57.3% of nursing students, 2nd year student of 36.3%, 39.3% of the mothers graduated from primary school, 38% of fathers, 3 graduated from primary school, 64% have knowledge about alternative medicine, 44.7% have TV, radio, newspapers and so on. den; 29.7% have heard stated that the social environment.

62.7% of students that have benefited from alternative medicine; That do not benefit 29%, 67.2% found the right side methods of alternative medicine that; Finding the right that 29%, 30.7% have opted for psychologically that is satisfactory, 39% of that information; Ü 18.3% due to the uncertainty in obtaining accurate results is found wrong, 20.7% increase in the care and treatment of chronic diseases from power; 15.3% of the high cost of new technologies and for failure to reach these facilities are turning to alternative medicine, have 24.7% of the placebo effect; 19% indicate susceptibility to diseases such as psychological reasons to prefer alternative medicine, 43% in the treatment of disease; 25.7% have psychotherapy; Using 20% in areas such as beauty, traditional plant medicine ü 37.3%; Massage 18.3%; Yoga is 16.3%; 9.3% hypnosis know. Alternative medicine practitioners have 32.7% of the nonexistence of a particular medical degree and license; 22.3 occur with the lack of scientific evidence; 20.3% away from modern medicine, giving hope to patients as unnecessary criticism directed towards finding alternative medicine, alternative medicine among the responsibilities of the nurse; Provide information that 30.3%, 23.3% other; Make recommendations that 18.7%; 12.7% stated that they support.

RESULTS-RECOMMENDATIONS: Gaziantep University Faculty of Health Sciences and Science students with a general knowledge about alternative medicine is that although some of the information is not hearsay and precise, and also that information is insufficient. Our proposal of the society to increase the level of knowledge about alternative medicine and alternative medicine methods used correctly behalf; in the public sector, social media and get more involved with this issue in the press and the right information is transferred.

Keywords: alternative medicine, alternative medicine benefits of alternative medicine usage

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GAZIANTEP UNIVERSITY STUDENTS' PERCEPTION OF PASSIVE SMOKING

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Our study Gaziantep University Faculty of Health Sciences and the Faculty of Science was administered to students of literature. The research population is 750 students. In our survey of 107 female and 43 male 150 people participated. Type of research is descriptive research. In the study, 2 open, 23 closed-ended questions are 25. Data were evaluated by SPSS 16 program was used.

17-19 in the first group of 68 people, 72 people age 20-22 has chosen. 116 in the Faculty of Health Sciences, Faculty of Science is studying at 34. 35-45 of 85 mothers between the ages of 47-55 years of age is the father of 72. 55 people 63 people graduated from primary school mother's father is a high school graduate. 132 people's mother is a housewife.

15 of the participants were smokers, and have tried to quit, 135 no 11. Has 3 trial. 1 tried to quit four times, 5 times, people are trying one. Smoking is around 137 people. Besides bothered by cigarette smoking, which is 127 people. Do not bother 23. Frequently exposed to cigarette smoke is the number of 123t. Cigarette smoke is as harmful as cigarette use is 4 people who think that if 146 people. 8 less than the number of those conscious, conscious middle level is the number of those 96 people. Diseases do not have information about the number of those 33 species 117. 138 people knows no disease. 76 people with cancer, heart attack two people know that diseases triggered by passive smoking. These 134 people in the newborn child, two people stated that the elderly are at risk of the group. Smoking during pregnancy adversely affects the baby's development, considering that there are 147 people. Passive smoking can cause deadly diseases such as cancer knows how the number 10 is the number of 140 who do not. Secondhand smoke is just due to the number of people who smoke is 111. Those who think that it is caused by different 39. To comply with the smoking ban has not been complied person who thinks that 67 is 83. Failure to follow the law who is 39 who complained to the number 8. 82 take precautions against loss of those areas is 68 people. The measures taken are adequate find 14, 136 people is enough to find. 34 people sentenced to increase, one person was found in the complaint recommendations.

According to our research, more than the number of people around the smoker although measures against environmental tobacco smoke are very few areas. And again, do not comply with the law laid against passive smoking percentage of those who complain is a figure as low as 5.3%. Measures to be taken by the Tobacco Institute: Common areas of separation of smoking section, Ventilation and filter is applied.

Keywords: Smoke, Smoke, Disease

Paper ID: 1062

THE IMPACT OF ECONOMIC OPENNESS ON ECONOMIC GROWTH IN TRANSITION
ECONOMIES: A PANE DATA ANALYSIS

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The Transition economies have still many problems beginning with their switch from central to market economy around 1990. Since then, a reasonable amount of historical data has been accumulated for a statistical evaluation of the sources of economic growth. There are several references regarding the sources of economic growth in transition economies.

A strand in the trade and growth literature seeks to improve upon basic cross country regressions by employing panel methods, geared at controlling for time-invariant unobservable country effects. An early example is Harrison (1996), who uses fixed-effect estimators and finds a stronger impact of various openness indicators in a panel set-up compared to standard cross-country regressions. Wacziarg and Welch (2008) further the discussion in the literature in three directions: they update, expand and correct the trade openness indicator in Sachs and Warner (1995); they show that the Sachs and Warner (1995) results of a positive effect of trade on growth break down if extended to the 1990s in a cross-sectional set-up; and they provide evidence in a panel context that, even in the 1990s, there is a positive effect of trade on growth when the analysis is limited to within-country variation.
Slaughter (2001) uses a difference-in-differences approach to infer the effect of four very specific trade liberalization events on income growth dispersion, and finds no systematic link between trade liberalization and per capita income convergence. More recently, Estevadeordal and Taylor (2008) consider the GATT Uruguay Round (UR) as a treatment and compare pre- and post-UR experience for a set of countries (between 31 and 75 depending on specification); they find that trade liberalization (their preferred measure is constructed from tariffs on imported capital and intermediate goods) appears to be consistent with faster GDP growth. Giavazzi and Tabellini (2005) also apply a difference- in-differences approach to study the interactions between economic and political liberalizations. They find a positive and significant effect of economic liberalization on per capita income growth of: 0.9% if a country only opened to trade; 2.2% if a country opened to trade first and then experienced also political liberalization. Furthermore, they show that the sequencing matters in that it is advantageous, from a growth perspective, to first liberalize the trade regime and only later the political environment.

We will study the impact of economic openness on economic growth in transition countries using a panel data of these countries. We will employ a panel data regression of two variables. We hypothesize that trade liberalization tends to have a positive effect on the pattern of real GDP. We will make use of Panel unit root tests, panel cointegration, panel Granger causality. According to the specification requirements, dynamic models can be used as well.

Keywords: Panel Data Analysis, Transition Economies, Economic Openness, Economics Growth

INTERNATIONAL ASSOCIATION OF SOCIAL SCIENCE RESEARCH

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HOW CAN WE PAVE A NEW PATH FOR SOCIAL SCIENCES?
(THE EXAMPLE OF SOCIAL POLITICS AND SOCIAL WORK DISCIPLINES)

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While the natural scienes try to make generalizations by analyzing the causalities surrounding the earth, social sciences deal with explaining the meanings, or emphasis of our social world. In a different perspective, while the earth sciences prioritize expalining things and happenings, social sciences try to understand them.

The subject matter of social sciences is the realities created by human kind. All scientific disciplines are in interaction in the process of gathering information about social realities. No single field of science is capable of drawing a complete picture of the perceived social reality.Each social science discipline studies only the respective section of the social reality. Social reality, on the other hand, is an indivisible unit. All social science disciplines, therefore, are required to cooperate with each other in order to explain that unified field.

Social sciences, all in all, is a group of academic disciplines. Social politics and Socal Work are two major and interrelated members of this group. There is no doubt that these two disciplines have many things in common even though they also have difference of attention. Beyond this rather minor difference, however, some scientists have a tendency to lock themselves in some kind of academic 'ghettos' by converting these differences to a kind of professional chauvinism. This attitude, in turn, effectively blocks the progress of social sciences and poses a major problem in front of the field all together.

Starting with an example of social politics and social work disciplines, this presentation focuses on the barriers in front of the progress of social sciences as well as possible alternatives about how to break the impasse.

Keywords: Social Sciences, Social politics, Social Work, Discipline Ghettos, Professional Chauvinism

THE VIEWS OF ACADEMIC ADMINISTRATORS ABOUT INFORMATICS LEADERSHIP

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The aim of this study is
to determine the views of academic administrators about informatics leadership.
This qualitative study has been carried through "interview technique".
Inductive analysis technique, one of the content analysis types, has been used
for the analysis of the data. The study group consists of 15 academic
administrators who work in different departments of Çanakkale Onsekiz Mart
University in the spring term of 2013-2014 academic year. The data of the study
has been gathered with the semi-structured interview form prepared by the
researchers. The questions on the form are based on the related literature. The
sub-themes of the form are the meaning of informatics leadership for academic
administrators. Results and recommendations have been put forward regarding to
the findings of the study.

Keywords: Informatics Leadership, Academic, Administrators

Paper ID: 1063

THE GEMSTONE COMMERCE AND THE INNOVATIONS IN MARKETING METHODS FROM PAST TO TODAY

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The gemstone embroidery and its commerce date back to the ancient history of mankind. Since the first human being, the instinct of being beatiful and adornment have always been within the humankind. This instinct has pushed people to adorn themselves and also has satisfied the sense of adornment by exhibiting a variety of stones on the body. The gemstones in various colors and shapes appeal to the appreciation of human being.

One of the results of the adornment instinct of humankind is the commerce of gemstone. This commerce has continued from the ancient times to today. Even today, the gemstone trade has reached to the level of billions of dollars. The trade of gemstones in various sizes has been made in almost every part of the world.

The different gemstones have come to the fore in the trade made in various periods of history. The gemstones such as pearl, ruby, sapphire have become popular from time to time and its trade has become so widespread. The most traded gemstone today is a diamond. The first diamond was found in India and the humankind was attracted by its beatiful glitter. After the mineral deposits in India had been operated,
the various diamonds were exported to the various parts of the world. The Indian deposits had run out with time and the diamond research had been nade and today still continues. As a result of these researches, the African deposit were found and later Brasil, Russia and Australia deposits were explored. Therefore, the trading volume of diamond has reached to the important levels with its accessibility to all around the word.

The gemstone trade has progressed from the tradeoff of the first ages to today's exchange system. The diamond and other gemstones exchange market have been established. The importance and magnitude of trade has been understood due to its historical development. The gemstone trade has become the most important and the biggest commercial activities within this development period.

In this study, the gemstone mines, the marketing of gemstone mines, the economical contribution of this marketing to countries, the economic dimension of the gemstone trade, the important countries of the gemstone market, the important gemstones used in commerce of it and its properties have been evaluated. This work guide the countries which have a potential of gemstones.

Keywords: Gemstone, marketing, trade, innovation, commerce

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BETWEEN CONTINENTAL AND ANALYTICAL TRADITIONS: RECONSIDERING PHILOSOPHY TODAY IN TERMS OF ITS CONCEPT OF HUMAN BEING

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In this paper, we aim to clarify the meaning of the contemporary distinction between analytical and continental philosophy in terms of their conception of human being. Clarifying this issue not only lead us to investigate changing nature of philosophy in history, but also lead us to explicate the need for doing philosophy. Initially, the history of science introduces philosophy as a foundation for all sciences including social and physical ones, since the ancient times. Differentiation of physical sciences is followed by social sciences and philosophy becomes a part of social sciences. Put differently, philosophy ceases to be a foundation of sciences and become a part of which it founded. On the other hand, no matter it is physical or social science, anyone interested in a science would recognize that his area of interest has a philosophy. Accordingly, it is claimed that philosophy is dead and can only be something 'about'. For instance, there is philosophy of physics, so there is philosophy about physics, but not philosophy as a science. The reasons for this claim are supported differently by the specializations in philosophy as continental and analytical. The analytical tradition blames continental philosophy and generally criticizes it for its useless effort which tries to find the answers of huge metaphysical questions. However, what they miss is the human being which philosophy is all about. As a result, this paper discusses conception of human being in analytical and continental philosophy, which will explicate why we still need philosophy and the changing nature of it.

Keywords: Analytical Tradition, Continental Tradition, Philosophy, Human Being

Paper ID: 1068

FAILING THE WORKING CLASS: POLICY AND NATURE

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Through examining how social class, culture and educational inequality within an ever more diverse British society impact on learning and achievement, this paper questions whether or not the goals of multicultural and intercultural education have been met. It argues that for such goals to be realised, the use of Standard English needs to be implemented in order to improve the educational opportunities of those from social and ethnic groups who are disproportionately represented amongst those from disadvantaged socio-economic backgrounds. It discusses the need to identify, and challenge, negative aspects of culture that are preventing disadvantaged groups from achieving in education and further discusses the impact of the changing nature of employment on the pursuit of those goals. It concludes, upon reflecting on theory and practice, that there is, in effect, a deliberate policy of failing working class children, and that their failure in terms of their language, literacy and numeracy skills, helps to support the power structures that exist at different levels in society. It advocates that we need to challenge these power structures, through reducing educational inequalities and inequities in society towards a commonality that is acceptant of, and empathetic with, the diversity created by the interaction of people and the power relations between them, but in so doing examine what it is within human nature that has prevented us from doing so.

Keywords: inequlity, social class, policy, human nature, error correction

Paper ID: 1069

PORTRYAL OF ISLAM IN THE INDIAN MASS MEDIA

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The Indian sub-continent being one of the oldest cradles of civilization boasts of amazing ethnic, cultural and communal diversity. The mosaic of religions in this region is so complicated that often the interpretation of a particular faith gets antithetical representations. The interesting contrast of monotheism and polytheism in the two leading religions of the region, Islam and Hinduism, gets further enhanced as the two major contrasting theological dogmas ecentuate the disparate perceptions and images of these religions in the media. Post-Hindutava upsurge, the Indian Hindu revivalism has distorted the minority religion's public image and has led to a devious propaganda which perhaps was non-exitent in a country with a secular tradition for nearly 40 years in a post-independence India. The iconoclastic attempts to reinvent Islam as a fundementally polarized ideology and inherently opposed to Hinduism and other allied religions has created an interesting perspective within the cross-sections of the media. On one hand, the images are those of a secular all-encomapssing fabric of unity which allows several centuries of melting infleunces between two faiths. And on the other hand, there is a schism which reinforces the inherently disticnt identity of the two religions and juxtaposes Islam as the "outsider's faith". In the wake of the Babri Masjid episode, the entire nation was seized with communally sensitive portryal of Islam as the invader's religion. Subsequently, the mass psyche was assualted with an array of anti-Islam projections which stirred up the hysteia against and even for Islam.

This paper will reflect upon the existing dichotomy in understanding Islam and its depiction in the Indian mass media, particularly films. The Indian cinema and specially the Hindi films have captured Islam in its numerous forms. This paper will xplore how these images have been both useful and harmful at the same time in ednorsing the identity of Isalm in the Indian sub-continent. Being the second largest faith in this part of the world, Islam has invoked many interpretations which have either led to public disharmony or communal bonhomie. It is signifcant to note that these perspectives have shaped the lives of millions of people and have hugely impacted the understanding of Isalm within the Indian cultural milieu. This is an attempt to discuss how the Islamic fervor as reflected in the local mass-media shapes the cultural exchange between Islamic and non-Islamic communities in a culturally diverse India and how the context for meanignful co-existence emerges.

Keywords: Mass media, Islam, Cinema, India

Paper ID: 1070

ORGANİZATİONAL LEARNİNG: KEEPİNG IN THE LEARNİNG LOOP BY MANAGİNG
MANAGEMENT KNOWLEDGE

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This paper will explore the significance of managing management knowledge within the
organization and it will also reflect upon the existing trends in managing such
knowledge. This will also discuss how the culture of learning impacts business decisions
and supports management objectives.
The discussion in this paper provides an insight on how management knowledge is crucial
in making pertinent business decisions. It also emphasizes the importance of
dissemination of such knowledge across organizations though a suitable culture of
perennial learning and knowledge-sharing to enable the organizations to remain
competitive and emerge as learning organizations.It would be useful for a practicing manager to
get an insight into the relevance of managing management knowledge, and how this can be
institutionalized to meet business
demands and needs through continuous learning and what strategies could be used to
leverage upon such knowledge.

Keywords: Business Management, Organizational Development & Behavioral Change, Learning,
Knowledge Management

Paper ID: 1073

ABOUT CULTURAL PRECEPTIONS OF THE FOREIGNERS LEARNING TURKISH ON DAILY LIFE

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The aims of this study is to introduce the social and cultural problems of the foreign students learning Turkish in TÖMER/ AU Kadıköy, about the language they are learning. In this context the perceptions of the students on the habits of eating, entertainment and clothing were tried to be assessed. While the universe of the study involves both Turkish and foreign students attending TÖMERs, its sample consists of 82 students from 20 different countries who are studying in TÖMER Kadikoy. To collect the data structured interview forms were used and the results were expressed with frequency and percentage. Obtained results shows that although the students hasn't had many problems about clothes, they have had mediocre problems on eating habits and entertainment styles.

Keywords: Teaching Turkish to Foreigners, Cultural Transmission, Ankara TÖMER

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THE IMPORTANCE OF MOTIVATION IN TURKISH TEACHING FOR FOREIGNER

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The significance of motivation, which is called as making the individuals willing in education, in Teaching Turkish to Foreigners cannot be denied. The reason why a foreigner wants to learn your native language is as crucial as your attitude towards him, making the lesson attractive and interesting so as not to demotivate the students since foreign language learners start to build barriers against the target language when they start to learn a language. In order to eliminate this problem, students should be well-motivated. Foreign language learners should be motivated enough so that they can exhibit the behaviors expected from a person who knows a language. A teaching approach which is not successful in motivating learners will cause some problems for foreign language learners in terms of focusing on the subject matters. As a result of this, one may lead himself to off-topic activities rather than the activities that he should do holistically.
In this study, by asserting the importance of motivation in Teaching Turkish to Foreigners, the issues necessary to provide motivation are discussed. Furthermore, the significance of motivation is attempted to be explained by providing examples. This study consists of three parts. In the first part, the definition, significance and scope of motivation are highlighted. In the second part, the significance of motivation in Teaching Turkish to Foreigners is explained by providing examples. As for the third part, by indicating the situation regarding foreign language teaching in Turkey, the level of foreign language teaching of education institutions in Turkey has been studied.

Keywords: Turkish Teaching, Turkish Teaching for Foreigner, Motivation

AN ANALYSIS OF EFFECT OF RAMADAN ON ISTANBUL STOCK EXCHANGE

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Nowadays, traditional models of finance are considered as insufficient in defining the structure of financial markets. Behavioral finance, which consist of the combination of psychology, sociology and finance has emerged as an alternative field in defining these insufficiencies. Stock market anomalies can be basically classified as calendar anomaly, fundamental anomaly and technical anomaly. There are many studies related to calendar anomaly in the liteterature. However, these are limited in respect to Ramadan anomaly. In this study, the effect of Ramadan on selected stock, sector and indices on Istanbul Stock Exchange will be statistically examined from 2004 to 2013. The findings of the study suggest that the effect of Ramadan is positive in respect to changing periods and confidence levels.

Keywords: Behavioral Finance, Ramadan Effect, Stock Return, Bourse Istanbul

Paper ID: 1077

THE ATTITUDES OF LAST STUDENTS OF CLOSED-DOWN FACULTIES OF TECHNICAL EDUCATION TOWARDS THEIR FACULTIES

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According to legal regulations made by Ministry of Education, Faculties of Technical Education were closed down and became Faculties of Technology. So it is important to understand the attitudes of senior students of faculties of technical education. This study aims to understand these students' attitudes. The sample of this study consists of 176 senior students at faculty of technical education. The students attitudes towards their faculties were evaluated in terms of sub- dimensions of attitudes towards faculty, attitudes towards classes and contents, attitudes towards academicians and attitudes towards employing. Results showed that students' attitudes towards their faculty and classes and content were high, towards academicians was medium level, towards employing was low.

Keywords: technical education, students' attitudes, faculties of technical education

Paper ID: 1078

THE CENTRAL-LOCAL RELATIONSHIP AND CONSTITUTIONAL OPERATIONS IN FRANCE

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This paper aims to re-investigate the constitutional operations in France from the aspect of central-local relationship. As a unitary state, France has been known for its centralized state power through its history. However, in response to contemporary wave of decentralization, the Constitutional operation in France has inevitably encountered a series of central-local changes, including the ways that the central executive institutions grant authority to the local autonomous groups and that the local governments influence the Central through their autonomous powers. In order to explore how the central-local relation influences the French Semi-presidentialism, this paper takes the capital of France, Paris, as its research subject, and then analyzes in view of the impetus of executive power and city governance, and the French tradition of multi-mandate holding (cumul des mandats) in Paris. Paris's unique position of simultaneously being a "commune" and a "department" earns its mayor and council more legislated powers in shaping city development than other cities in France. Thus, this paper intends to connect the local governance in Paris to the roles of the President and Parliament in order to contextualize the performance logic of Semi-presidentialism in France.

This paper argues that the French model of Semi-presidentialism shows two features. One the one hand, the President is the head of both the central government and local affairs due to France's historical background as a highly centralized state. On the other hand, the political struggle between the local executive heads and the central government, and the fact that many members of Parliament have held local positions influence not only the Executive power, but also the Executive-Legislative interaction from the bottom. Moreover, the Constitutional Amendment in 2008, in which the Presidential and the Parliamentary powers were reinforced, makes the central-local relationship a key to estimating the future development of the Constitutionalism in France.

Keywords: Semi-presidentialism, France, Central-local relationship, President, Parliament

Paper ID: 1079

THE ADDED VALUE OF BRANDS PROVIDED BY TURQUALITY PROGRAM: CASE STUDY FOR INCI AKU'S BRAND

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The effect of branding on providing competitive advantage and persistency in the market is a stubborn fact. In this context, in our country Turquality Programme has been developed to support the businesses to be a global brand beyond increasing their export volume. The Turquality includes support for enterprises at home and abroad in the process of branding, the access to market of Turkish brands, promotion, the creation of a positive image of Turkey and meets the expenditure of positioning. The main aim of the research is to identify the added value of the Turquality program on organizational structures of enterprises, brand awareness, marketing mix, market shares, corporate image and reflecting the Turkish culture in international market. For the purpose of this study, an case study has applied to the Inci Akü which is one of the biggest brands of automotive sector in our country and to fall into Turquality Program. This research explains Turquality Program's contribution on global brand growth process of Inci Akü's brand. The marketing department of Inci Akü, has managed the process of becoming a global brand with a professional manner. With this program, business processes is monitored intensively, brand to enter new markets quickly, increasing market share, brand awareness, brand value, corporate image and competitive advantage is achieved. Additionally, Turkish culture is introduced in new markets.

Keywords: Brand, Global Brand, Turquality, Brand Awareness, Corporate Image

THE EFFECT OF INQUIRY BASED SCIENCE EDUCATION METHOD ON PRE-TEACHER'S SCIENCE PROCESS SKILLS, ACADEMIC SUCCESS AND ATTITUDES TOWARD LABORATORY

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Aim of this study is to determine effect of inquiry based biology laboratory practice on prospective teachers' academic achievements, scientific process skills and attitudes towards laboratory.

In this study, pre-test post-test quasi experimental research design was used and process has been designed according to this design.

This study's sample consists of 68 prospective science teachers studying in Dokuz Eylül University Buca Faculty of Education Science Education Department. Sample was divided into experiment and control group with random selection.In control group traditional groupwork method was used and in experiment group inquiry based science learning was used. Within this scope, course program and worksheets were prepared by considering Turkish Ministry of Education's 6,7 and 8 grade objectives, examined by experts and used in a pilot study, then required changes were made during the 6 week process in Biology Laboratory II course. Data collection tools were prepared after course program. Academic achievement test was developed in order to measure objectives appropiate to revised Bloom taxonomy. In this process, specifications table was prepared and item pool with 43 items was formed. After taking experts' views, test was applied to 102 prospective teachers and KR-20 test was applied on collected data. After the analysis, inappropiate items were removed from test. LAst shape of the academic achievement test consists of 21 items with 0,663 cronbach alpha coefficient. Other data collection tools were chosen from the literature. In order to measure participants' scientific process skills, Scientific Process Skills Test which developed by Aydoğdu et al (2007) was used. In order to measure participants' attitudes towards laboratory, Attitude Scale Towards Laboratory which developed by Nuhoğlu and Yalçın (2004) was used. Open ended questions which used as study's qualitative data collection tool was developed by the researcher.

Data were analyzed with SPSS 20.0 program and data were formed in a meaningful way. Data analysis indicated no significant difference between groups' academic achievement scores, however a significant difference was found between groups' post test academic achievement scores (p<0,05) in favor of experiment group. Sginificant differences were found in both groups' pre-test post-test academic achievement scores in favor of post tests. No significant difference found between groups' pre test scientific process skills scores, however a high significant difference found between groups' post test scientific process skills scores in favor of experiment group. Sginificant differences were found in both groups' pre-test post-test scientific process skills scores, in favor of post test in experiment group and in favor of pre test in control group. No significant difference found between groups' pre test attitude scores, however significant differences found in both groups' pre test post test attitude scores in favor of post tests. In qualitative data analysis, 5 participants from experiment group have shown cognitive and affective development and positive attitudes in their asnwers to open ended questions.

As a result, its found that inquiry based science leearning is an effective method for developing students' academic achievements and scientific process skills, however inquiry based science learning isn't different from other techniques and methods for increasing students' attitudes towards laboratory.

Keywords: Science education, İnquiry based learning, biology laboratory

THE ANALYSIS OF THE CORRELATION BETWEEN THE SELF-PERCEPTION OF 60-72 MONTH OLD CHILDREN AND THEIR SCHOOL READINESS ALONG WITH THE ONE BETWEEN SCHOOL READINESS AND SELF-PERCEPTION IN TERMS OF SOME VARIABLES

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The purpose of this study was to investigate the relationship between the self-perception of 60-72 month old children enrolled in pre-school education and their level of readiness to primary school education as well as the relationship between their readiness to primary education and their self-perception taking some variables into account. This research was planned and conducted with the help of relational screening model. The number of participants was 380 and they were randomly chosen 60-72 month old children who were attending the pre-school education in state schools which are depended on Ministry of Education in some districts of Istanbul such as Ataşehir, Üsküdar, Kartal, Halkalı, Kağıthane and Sarıyer.

The data of this study were collected with the help of both "Marmara Scale of Readiness Level to Primary School Education" which was created by Özgül Polat Unutkan and "The Scale of Demoulin Self-perception for Children" which was translated into Turkish by Nalan Kuru Turaşlı and the validity and reliability of which were also checked. Personal information is collected with the help of demographic data form. Descriptive statistics (Frequency-f, percentage %, average mean X, and Standard Deviation Ss) were used for the analysis of the data. Moreover, the techniques of variation analysis, t-test and pearson product-moment correlation coefficient were used.

According to the results of the analysis conducted, findings differed in the cons of girls in terms of readiness to primary school education, socio-emotional development, and personal care; and in the cons of boys considering the total self-conception points.

When the relationship between children's readiness to primary school education and their self-conception was analyzed, it was shown that there was a positive correlation between children's readiness to primary school education and their self-conception in terms of Mathematics capabilities, mental and language development, socio-emotional and physical development. There was a meaningful and positive correlation between the total scores of children's self-perception along with the scores of sub-variables of self-perception and the subvariables of readiness to primary education (Mathematics, mental and language development, socio-emotional and physical development). There was also a meaningful correlation between the scores of sub-variables of self-efficiency and merely language and mental development. The research findings will be discussed in the light of the relevant literature.

Keywords: School Readiness, Self perception, 60-72 months children

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CULTURAL TRAIT OF TURKISH POEM

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Literary texts take place among the most important sources in their belonged nations. Even if work and artist are two elements so close to each other,it will be impossible to set the art apart from public.Through the instrument of the language which is the reason of the existence of the work reflects not only its creator but also reflects the public speaking the written language of the work. So literary texts are essential works which create the culture and also exist with it.

The topic of our proclamation is the role of poem having a continuity great place in Turkish culture.With this goal,all poems in modern Turkish Literature will be observed and the smaples reflecting our cultural values will be determined and it will be presented whether Turkish poems are effective means or not in Turkish culture.

Keywords: Culture, poem, Turkish culture

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PUBLICITY UNDER THE SCOPE OF FAIR HEARING RIGHT

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Publicity is one of the principles that can be counted as one of the preconditions for being a constitutional state. It is the effective result of the intention to create a fair and democratic structure. It is an indispensible principle which ensures the dominancy of law and effectivity of hearing.

Publicity is a principle which expresses that the hearings in judgement law should be accesible to anyone no matter they are related with the case or not. The existence and lawsuit following of third parties other than people who are parties of the case and who are related with the case is possible under the scope of publicity of hearing in terms of adjective law. The hearing being performed in a place where public can easily access and watch serves principle of publicity. Principle of publicity is one of the keystones of procedural law.

Principle of publicity basically serves more than one purpose. Although the main purpose can be seen as ensuring the reliance of people to law and preventing them from suspecting justice, there are many important purposes such as ensuring independence and neutrality of courts, ensuring fair hearing of the parties and ensuring the realization of basic constitutional state principle.

The principle of publicity which we evaluate under the scope of fair hearing right mentioned in 6.article of European Convention on Human Rights, of course expresses that the lawsuits should be accessible to anyone including people who are not related with the case and this siutation at the same time ensures people to see the power of justice and judgement and presents a sort of aversiveness image.

Removal of publicity can be by law and also is possible in case of judge discretion or if the demands of parties are found suitable by the court.

European Court of Human Rights has foreseen that it is possible to desist from publicity in case of immorality and lewdness or with the purpose of preventing national security breach or ensuring public order. Especially responsible act is necessary in case of children. Also if the private lives of people related with the case will be harmed and the authority of the hearing will be interrupted in a public hearing, decision may be taken for a closed hearing.

In this study, the aim is effective usage of assurance that hearing is open to all people under the scope of publicity principle which is on of the basic elements of constitutional state and which is globally approved, however the hearing may also be closed due to statutory reasons.

Keywords: Publicity, fair, hearing, principle of publicity, law

THE PREDICAMENTS AND FUTURE DEVELOPMENT OF US-ROK ALLIANCE: FROM THE PERSPECTIVE OF ALLIANCE THEORY

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The existing military alliance between U.S.A. and South Korea has been evolved from "Mutual Defense Treaty between the United States of America and the Republic of Korea" in1953, "Security Consultative Meeting" (SCM) in 1968, and "USROK Combined Forces Command" in 1978. During the Cold War, the American government attempted to build an American-centered mechanism of security and cooperation in Korean Peninsula, while South Korea wanted to develop its domestic economy under an environment of political stability and military protection. Therefore, with the strategic considerations of military, economy and politics, the US-ROK alliance was able to steadily develop for 60 years.

Nevertheless, this relation has been challenged in recent years due to South Korea's domestic problems such as anti-Americanism, North Korea's military threats and the call for pullout of American troops, as well as the international challenges including the rising of China's power and the dynamic conditions of regional dominant power. In order to analyze the possible future of US-ROK alliance, this paper applies two theories. One is Stephen Walt's "alliance theory," specifically the four threats including aggregate power, geographic proximity, offensive power and aggressive intentions. The other is Glenn Snyder's "alliance security dilemma" theory, of which three variables (interests, relative dependence and degree of commitment) that influence governments' participations of forming alliances are selected to examine the US-ROK relation.

Keywords: America-Korea relationship, alliance theory, alliance dilemma

THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY PROJECTS ON BRAND IMAGE AND EXAMPALES OF SOCIAL RESPONSIBILITY PROJECTS FROM AIRLINE COMPANIES

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Just like humans, companies exist in a social environment. Thus they have social responsibilities besides manufacturing commercial products. Social responsibilities are part of the business strategy and corporate identity of companies.

Today, companies diversify their brand image in order to exist. Supporting social responsibility projects that refers society's wants and needs both strengthens the brand image and enhances the value of a company. Companies that are aware of social responsibilities have advantage in entering new markets, creating brand image and ensuring customer loyalty. For airline companies awareness of corporate social responsibility is also improving. In this context the aim of this study is to introduce competitive advantages of corporate social responsibility activities and investigate the social responsibility activities that airlines involve by content analysis.

Keywords: Corporate social responsibility, Airline, Corporate social responsibility projects

ECONOMIC IMPACTS OF THE EXTERNAL COSTS CREATED BY TRANSPORT SECTOR

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Transport sector constitutes a significant part of service sector due to economic, social and cultural effects it creates on the society it operates in. As the inevitable effect of increasing globalization in today's world, transport sector is exponentially growing thanks to advanced information technology. Transport is a sector creating externalities for both individuals and societies in general. Externality occurs when producers and consumers do not compensate for the results of their actions as well as for the effects of their decisions on other third parties in terms of what to produce and consume. The aim of this paper is to determine the externalities created by transport sector, and to evaluate the methods of internalizing the externalities.
In today's world, land transport, especially private car use, constitutes a great percentage of transport sector. It is now acknowledged that land transport is quite effective in terms of speed and availability thanks to rapid developments in vehicle technologies; however, it creates considerable amount of external cost in terms of the effects it creates on environment, air pollution it causes and its traffic-related effects such as traffic congestion, accidents and time loss.
The harms given by transport sector to the environment in the form of air, water and soil as well as noise and visual pollution cause considerable costs for both individuals and the society as a whole, which cannot be easily compensated.
The failure in eliminating the negative effects of transport activities, in other words the failure in the internalization of externalities, is mainly due to the failure in integrating environmental policies with economic and social policies and using potential economic tools effectively.

Keywords: Transport sector, Externalities, Negative Externality created by Transport sector

DIALOGUE BETWEEN CIVILIZATIONS UNDER THE PERSPECTIVES OF RUSSIAN AND TURKEY RELATIONS

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 Gallipoli (Gelibolu) is the historical place for integrating Turkey to the global processes. Located on the shores of the Dardanelles the terrtory always been a crossroads where different civilizations contacting. No coincidence that, after the October Revolution of 1917, here and were sent some 'White' Russian's soldiers who lost the civil war and forced to leave the Crimea.
 It was one of the most affected cities in the Ottoman Empire during the Ist World War. However, it was determined the fate of what this town and metropolitan center of Istanbul went main stream 'White' Russian emigration. It should be noted that the study of the processes of adaptation and lifestyle features of the emigrants in Gallipoli and Istanbul shows significant differences in the nature of their behavior and contacts with the local population.
 In the first case we are witnessing the creation of optimal habitat, in the image of still life of Russia. In the second the marginalization of emigrant communities is visible. Representatives of the 'White' Russian Army in Gallipoli managed their national and cultural space and laid the foundation for a kind of 'White' Russian culture, widespread worldwide later.
 At Gallipoli in the period of Russians presence was the situation of ethno-cultural tolerance when everyone was trying to figure each other. For example, in the lexicon of Russians some Turkish includes are presented. Such words as 'Kardash (friend)', 'Efendi (Sir)', 'ekmek (bread)', 'yok (not)', etc. The Turks have used terms such as ' horosho (good)', ' idi suda(come here)', 'davai (let)', 'spasiba (thank you)', etc.
 Representatives of different cultures and beliefs, tried to understand each other. They used to invite each to each other's to their religion's festivals and rituals, provided attentions without any conditionality, realizing originality of the opposite side. The Russians released that they were at a party and does not disturb the existing social traditions that has found an adequate response from local population.

Keywords: Cultural relations, Gelipoli, Bolshevik Revolution

Paper ID: 1094

CRIMINAL POLICY AND HUMAN RIGHTS

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This article discusses the principles of international law and international criminal law policy, crime control, criminal law legislation, regulations of the President of the Russian Federation and the Russian Government.

Keywords: Criminal policy, criminal law, human rights, legal regulation of state activities

E-MUNICIPALITY: NEW STEP IN E-GOVERNMENT POLICIES TOWARDS DECENTRALIZATION "WAYS OF IMPROVING THE SYSTEM OF INFORMATION AND ANALYTICAL SUPPORT OF THE CULTURAL SPHERE

Valentina YURKINA

Today the paradigm is shifting with new opportunities and challenges created by new technologies. Nowadays municipalities are meeting-points of the government and citizens. E-Municipality is known as the main step of governments in the first decade of the third millennium.

Keywords: Culture; Information Technology; E-Municipality

ANALYSIS OF ASSESSMENT METHODS FOR EARLY WARNING OF POTENTIAL PROBLEMS OF CREDIT INSTITUTIONS IN SUPERVISORY CONTROL ACTIVITIES OF CENTRAL BANKS

UVAROVA Lina

This article is dedicated to risk assessment methods and increasing the effectiveness of control mechanism of supervisory activities in order to identify potential problems and subsequent prevention through early warning system (EWS).

Keywords: Banking activities; risks of banking activities; early warning system (EWS); supervisory bank rating systems; comprehensive evaluation system of banking risks; statistical models

Paper ID: 1097

MARKETING MODELS OF URBAN DEVELOPMENT AS A MECHANISM FOR EFFECTIVE HOUSING
STOCK MANAGEMENT

UVAROV Alexsandr

This article focuses on the formation of urban marketing schemes as a system of activity. It raises
questions as improving existing domestic urban marketing techniques and the application of
foreign experience.

Keywords: Planning and development of urban development decisions, marketing urban
development researches

INTELLECTUAL AND CREATIVE COMPONENT OF QUALITY MANAGEMENT

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Actual issues of the evolution of quality management are considered in terms of employee participation in the process at various stages of the civilization development

Keywords: Knowledge economy, quality of life, intellectual resources, quality management, quality management evolution

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THE EMERGENCE OF MASS PANIC AND MEASURES FOR ITS ELIMINATION

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The emergence of mass panic and measures for its elimination. In the event of mass panic people turn into a spontaneous unorganized crowd, which is a special socio-psychological phenomenon, a form of behavior.

Keywords: Mass panic, the danger, the crowd, animal fear, social behavior

Paper ID: 1100

THE PROBLEMSOF RESOURCE SUPPORTSOCIO-ECONOMIC DEVELOPMENT OF THE REGION

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In article actual problems of resource providing the region are analysed. Need is established and mechanisms of improvement of regional systems of monitoring of resources are offered

Keywords: resource ensuring social and economic development of the region, regional government

Paper ID: 1101

OPPORTUNITIES TO INCREASE THE INVESTMENT ATTRACTIVENESS OF THE HOUSING AND UTILITIES SPHERE, BASED ON INSTRUMENTALITY OF CONCESSION AGREEMENTS

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The article discusses the main problems of the housing and utilities sphere in modern Russia and opportunities for its further reforming. Underfunding of the housing and utilities complex system during the transition to a market economy has led to date to the fact that the state of the main part of the housing and utilities complex is in low satisfactory condition

Keywords: Housing and utilities services; housing and utilities; housing and utilities complex

Paper ID: 1102

STUDY OF ACUTE STRESS DISORDERS (ASD) WITH THE CADETS-PARTICIPANTS OF NATURAL DISASTER RELIEF OPERATION IN THE FAR EAST IN THE 2013

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This article discusses symptoms of acute stress disorder and the prevention of post-traumatic stress disorder in cadets participating disaster recovery efforts in the Far East in 2013.

Keywords: trauma, symptoms, acute stressful reaction, sharp stressful frustration

Paper ID: 1103

THE NOTION OF QUALITY IN HIGHER EDUCATION

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Modern education technologies are placing new demands on the quality of education.

THE ATTITUDES OF TEACHER CANDIDATES, ONGOING TEACHING PRACTICE COURSE, ABOUT THE COMPETENCIES OF THE TEACHER THEY OBSERVE

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Teaching Practice is a course planning to enable the teacher candidates to develop their knowledge and the skills they acquired and to gain the qualifications needed by this profession. The candidates, ongoing this course, get the opportunity of developing some proficiencies by observing the teacher of the lesson or the class in schools, as well. Teacher candidates take cources aiming to develop their department, professional and cultural knowledge and communicational skills. The competencies, they gained in those courses, will enable them to give their opinions about the qualifications of the teacher of the class.

The purpose of this study was to assess the attitudes of the teacher candidates attending 'school experience' and 'teaching practice' courses in the faculty of education. For this purpose, it was seeked for answers to the questions if the attitudes of the teacher candidates about the 1) department, 2)professional 3)cultural and 4) communicational competencies according to their a)department and b) sex.

In this study, a questionnaire was developed to determine teachers department, professional, cultural and communicational competencies. The questions were prepared in accordance with the Teacher Practice Assessment Form which is used in Teaching Practice course. After applying expert opinion, the form was finalised. On the process of analyzing the collected data, it is benefited from the statistical transactions such as frequency, mean, standard deviation, -t and F tests.

Findings, based on the views of the students attending Teaching Practice course, indicate that teachers' professional and communicational competencies are low however there was no significant difference between male and female students in terms of attitudes. Furthermore, there was significant difference in the attitude scores by the department. In conclusion, it is recommended that it will be beneficial if the competencies of the teachers are assessed by different sort of technics

Keywords: Teacher Competencies, teacher candidates, teaching practice course

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THE ASYMMETRIC IMPACT OF OIL PRICE SHOCKS ON MACROECONOMY IN AZERBAIJAN

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As such, it is important that we should know the relationship between oil price shocks and the macroeconomy. This paper aims to investigate how the increase in the price of crude oil price is driven by demand or supply shocks in the industrial production, real exchange rate and inflation in Azerbaijan for the monthly period 2000-2013 and by using Structural VAR model. Structural VAR analysis is carried out using the scaled model. In this study, monthly global reel economic activity, world oil production, real crude oil price, and for the period of 2001:01-2013:06 are used. In addition, since the period covers the 2008 financial crises, the impact of oil price shocks on stocks is examined for the whole period, pre-cries and after cries and compared for all stocks. In addition, since the period covers the 2008 financial crises, the impact of oil price shocks on stocks is examined for the whole period, pre-cries and after cries and compared for all stocks. This paper considers same aspects of commodity wealth, each of interest in its own right, but each also a channel that some have suggested could lead to sub-standard economic performance. They are: long-term trends in world commodity prices, volatility, permanent crowding out of manufacturing, unsustainability and cyclical Dutch Disease. Skeptics have questioned the Natural Resource Curse, pointing to examples of commodity-exporting countries that have done well and arguing that resource exports and booms are not exogenous. Clearly the relevant policy question for a country -especially Azerbaijan- with natural resources is how to make the best of them.

Keywords: oil price shocks, structural var , asymmetric effects, Azerbaijan

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INVESTIGATION OF CYBER BULLY EVENTS WITH REGARD TO SCHOOL TYPE AND GENDER BETWEEN MIDDLE SCHOOL STUDENTS

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As a result of using except for purposes technological developments that closely followed by students, cyber bully which is a new type among students has begun to occur. Cyber bullying can be defined as consciously and deliberately harm to others that using internet and digital technologies. In this study, the level of cyber bullying of secondary students by gender whether significant differences between cyber bully, virtual victim levels and school type were analyzed. The study group consists of a total of 285 people which are 156 of female and 129 of male that continue to secondary school in the first semester of 2013-2014 academic year in Fatsa, Ordu. Cyber bully/victim questionnaire was used as the data collection tool. There is no significant differences between the level of cyber bully and the level of cyber victim in terms of gender. But there is significant differences both the level of cyber bully and the level of cyber victim between vocational high school students and Imam Hatip school students in terms of school type.

Keywords: Cyber bullying, cyber victim, school type and gender

Paper ID: 1108

PREDICTION LEVEL OF CYBER BULLYING AND CYBER VICTIM BY PSYCHOLOGICAL SYMPTOMS OF SECONDARY SCHOOL STUDENTS

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The rapid development of information technology and students who closely follow this technological developments, can be used by them to harm other people except for purposes. One of the negative behaviour in order to harm other people is Cyber bully. Cyber bullying can be defined as consciously and deliberately harm to others that using internet and digital technologies. The objective of the present study is to aim at prediction the level of cyber bully and the level of cyber victim according to the psychological symptoms of secondary school students. The study group consists of a total of 285 people which are 156 of female and 129 of male that continue to secondary school in the second semester of 2013-2014 academic year in Fatsa, Ordu. Cyber bully/victim questionnaire and brief symptom inventory was used as the data colleciton tool. Analyzing the correlation between psychological symptoms of the level of cyber bully and the cyber victim, there is a positive and significant correlation between the level of cyber bully with somatization of psychological symptoms and cyber victims in somatization.

Keywords: Cyber bully, cyber victim, psychological symptoms

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THE ETHNIC IDENTITY, ECONOMY AND EXTERNAL LINKS OF GAGAUZIAN TURKS LIVING IN REPUBLIC OF MOLDOVA

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The Republic of Moldova took its place as an independent state on Balkan geography after the collapse of Union of Soviet Socialist Republics. There are two autonomous republics dependent on Moldova. One of them is Transnistria Autonomous Republic located on the edge of Dniester River on the east of Moldova on which Russian ethnicity outnumbers. The other is Gagauz Autonomous Republic located on southeastern Moldova on which Turkish etnicity outnumbers. The area of Gagauzia got an autonomous status with the laws accepted in Moldova Parliament on 23 December, 1994. The Gagauz owning factors of a state such as a parliament, a capital city, a flag and a language have an old history and culture. The Gagauz Turkish is in the South-Western Turkish/Oguz Group that also has Turkmen, Azerbaijani and the Turkish in Turkey and it is a Turkish accent closest to the Turkish in Turkey.

Though the area of Gagauzia is small, it has its own economic system based on agriculture and stockbreeding. It carries out its external links in cooperation with the Republic of Moldova.

The presence of our compatriots who were not sufficiently recognized and known up until 1990s has provided more opportunities of economical, political and cultural intimacy and amalgamation with Turkey with the effect of globalization.

In this study, the investment opportunities on that region and the ethnicity, economy, political status of Gagauz who is a small Turkish community have been researched. As a result of the study, it was verified that the area of Gagauzia functions as an important bridge in terms of entering Balkan and Eastern European countries and the significance and status of Gagauz play an important role in the name of strengthening the historic friendship between the Republic of Moldova and Turkey.

Keywords: Turkey-the Area of Gagauz relations, Economic situation, the Autonomous Republic founded after the Soviet

Paper ID: 1110

BOOKS ON ETHICS AS INSTRUCTIVE TEXTS AND AN UNKNOWN COPY OF AHMED MÜRŞİDÎ EFENDİ'S BOOK ON ETHICS

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Suggestion or admonition means advice. In literature, works which gives advices on religion, communal living, occupations and management services or shows the way to be a good person and be successful in the life (BL:8548) are called advice letters. Advice letters are advice books. They are the rules that mark out how to be a good person in the society and direct the human life in the direction of the commands and prohibitions of İslam. These rules have been formed in accordance with the İslamic commands, and to an extent they are the prohibitions to be obeyed. It is seen that such works have been written in almost every era of classical Turkish literature. Kutadgu Bilig, Atabetü'l-Hakâyık and Divan-ı Lügati't-Türk as the first works of Islamic literature are like advice books in terms of their subjects and messages they carry. Even Göktürk inscriptions are like an advice book with its messages that represent a historical experience. Two significant works of this field are the books on ethics written by Güvahi and Ahmed Mürşidî Efendi. These works are particular source for linguistic area as they include mottos along with proverbs, idioms, anecdotes and fairy tales
The works of Ahmed Mürşidî Efendi known as poet of books on ethics have many written and printed copies. One written copy of this work was explored by one of our students. This copy which consists of 201 yk and 7265 couplets was copied by Muhammed Nuri Efendi from Burdur. An artisan in Burdur keep it.

Keywords: Classical Turkish Literature, Book on ethics, advice letter, Ahmed Mürşidî Efendi, written copy

THE NOVEL CHARACTERS OF KURBAN SAID

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In our presentation, the characters of the two novels, which were written by the pseudonym of Kurban Said, who was an author of Russian-Jewish descent and whose real name was Lew Nouissimbaum (1905-1942) will be discussed. During the Bolshevik revolution, the writer at the young age of 15 years fled to Europe via Istanbul with his father and took refuge in Berlin. After receiving Muslim identity in Berlin he published his works under the name of ''Essad Bey'', and in his short life, he wrote many books. Apart from these books he wrote two novels under the pseudonym of Kurban Said. The first was published in 1937 with the title ''Ali and Nino '' and the second in 1938 with the title "Das Mädchen vom Goldenen Horn" (The Girl from the Golden Horn). Both were written and printed in the German language, the first one by Tal Publishing House in Vienna, the second one by Zinnen. In the catologs of that period, the real name of this person pseudonymous is referred to as Baroness Elfriede von Ehrenfels. As to this person, she was the first wife of Rolf Umar von Ehrenfels who converted to Islam. Kurban Said later cemented his friendship with Elfriede and she, being an Austrian Baroness, helped the publication of the novels by ''Essad Bey'', but now under the name of Kurban Said, during the Nazi regime. A few years after those novels were published, Algerian-born Giamil Vacca Mazzara supported these novels to be printed in the Italian language (Asiade: Ali Khan 1943). He became friends with the author, when he lived in Positano, where he also died in 1942.

After the death of Elfriede in the 1980s, Giamil Vacca Mazzara, tried to claim that he was in truth "Kurban Said." Then, after the death of Kurban Said, another autobiographical novel was discovered, with the title ''Sevgiden Anlamayan Adam '' (''The man who knew nothing about love"). He wrote his last novel while he was about to die in his bed under the influnce of morphine. This novel, written in his own handwriting has six chapters and four chapters were published but two chapters lacks. Tom Reiss's research on this issue is important: The Orientalist: Solving the Mystery of a strange and dangerous life "Tuhaf ve tehlikeli bir hayatın gizemi peşinde" 2005)

Many discussions about the identity of Kurban Said had been held for many years, especially after the year of 1990. 'Ali and Nino'' proved to become the national epic in Azerbaijan. It was alleged by the Azerbaijani that the real writer of ''Ali and Nino'' was the famous novelist Yusuf Vezir Çemenzeminli. Yusuf Vezir was appointed as minister of foreign affairs of the newly founded Republic of Azerbaijan at that period (1918-1920) and appointed as Ambassador to Turkey for Azerbaijan. When the Soviet regime began, after living in Istanbul for a while, he settled in Paris in 1923 where his brother studied political science. He had very hard times in Paris and worked at a factory in Clichy for three years. In those years, Yusuf Vezir is considered to have met the writer in Paris and Berlin. With the return to Baku in 1926, Yusuf Vezir Çemenzeminli became a victim of Stalin's Intellectuals' cleaning operation. He was arrested in 1939 and a year later he was sent to exile to Gorky City. He died in 1943 in exile.

The novel "Ali and Nino" is telling us a love story between a son of a muslim Khan, Ali Khan Shirvanshir, and a Georgian princess, the Christian girl Nino Kipiani. This story plays in Azerbaijan (and a bit in Georgia and Iran). The story is told before the background of the founding of the Republic of Azerbaijan.

Some scenes and the identity of the hero of ''Ali and Nino'' seem to coincide with incidents of Yusuf Vezir's life. Therefore, it has been claimed that he was the author of "Ali and Nino". Another claim is that ''Asiadeh'', the heroine of the novel ''Das Mädchen vom Goldenen Horn'' (Haliç'ten Gelen Kız) (translated as ''Istanbullu Kız'' in Turkey) written by Kurban Said, is the famous Turcolog, a Tatar lady from Kazan, Saadet Çağatay herself. This claim was done by Hadi Şenol.

The first article on the identity of the mystery of writer was written by me for the first time. (Azerbaijani Turks 1990) and I said that he would not be someone else but Noussimbaum and even today, in my presentation, I would like to show you this with examples that he is the same person.

Keywords: Romans of Kurban Said, Ali and Nino, The Girl from Istanbul, The charakters of Kurban Said, Lew Noussimbaum

FOREIGN PRINTED BOOKS USED IN MUSLIM SCHOOLS AND MADRASAHS IN TSARIST RUSSIA

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Dala Vilayatınıñ Gazetı" (Kirghiz Steppe Newspaper) was published by Russian administration in Russian and Kazakh Turkish in the city of Omsk which was the administrative center of Stepnoye General-Gubernatorstvo [Steppe Region or Dala Province] between 1888 and 1902. The goal of the Russian military governorship which published this newspaper was that – as stated in the first issue of it – to publicize the royal decrees of the Czar and the orders of the government, to know the locals better, to meet their needs and so on. All the articles of "Dala Vilayatınıñ Gazetı" during these years have thematically been studied and the information obtained has been evaluated in. The articles about social, political, financial, cultural and scientific issues have been discussed separately and studied during my Phd thesis study.
In this report we come across for a list of books during my work in newspaper. In this book lists we found a names of the books was printed abroad and permitted by the Ministry of Education and which has been used by Muslim madrasa and schools by Russian Muslims in Tsarist Russia.
Due to this newspaper is the official Russian newspaper we concluded that this list book list is also important.

Keywords: Foreign printed books, Muslim schools and madrasahs, Tsarist Russia

Paper ID: 1115

PREPARING TRAINERS OF COMPUTER SCIENCE TEACHERS: THEORETICAL AND PRACTICAL ISSUES

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Over these last 15 years in Greece, a very large program has gradually been implemented whose aim is to integrate ICT into education generally, and into teaching practice specifically. Recently, Informatics and Computer Science teachers were also included. Training of Computer Science teachers is an important part of this project. It is obvious that the success of the whole program lies heavily in the successful preparation of trainers that are going to train teachers in the next face of the program. In this paper, several important aspects of this preparation of trainers are examined and some findings, concerning the major problems of this preparation for Informatics and Computer Science teaching, are examined.

Keywords: Distance Learning, Lifelong Learning, Teaching Computers, Teachers Training

THE DEVELOPMENT OF LISTENING SKILL'S SELF EFFICACY FOR LEARNERS OF TURKISH AS A FOREIGN LANGUAGE

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In both mother tongue education and teaching of foreingn language directly the most basic comprehesion skills required tesol to students for smooth communication to ensure is "listening".Until individuel reaches school age in mother tongue acquisition prosecess under foverable conditions develops listening skills in certain level. But in the process of learning a foreign language, individual meets later and communication process of individual is shorter. At this point, shown will in the course of foreign language education of individual important from continuity and efficiency terms of language education the belief that individual can be transform to performance the own capacity and coping skills with difficult situation. The concept, which expressed the best is "self_efficacy". The purpose of this study is develop a valid and reliable assessment instrument measuring self-efficacy perception on listening skills' of learners of Turkish as a foreign language. In this context, relevant literature for trial scale to form have been studied, and opinions of students have been referenced. 228 students who learn Turkish as a foreign language in the academic year 2013-2014 in both Univercity of İstanbul 'Language Education Center' and Univercity of Gaziantep "Turkish Education Application and Research Center" formed trial scale are tested. The reliability and validity study of scale by the results of application has been made. The 18-item scale consisting of three sub-dimensions in results of analyses were obtained "the first sub-dimension "level of basic knowledge", the second sub-dimension "grasp synthesis" and the third sub-dimension "senior level assesment." listening level was found to measure the levels of self-efficacy perceptions in all their. The total variance explained in these tree dimensions are %63,389. Factor loading of items is between 0.647 and 0.783. As a resuld of the t-test, all items have been found to have the power to discernment. Obtained values in these results of confirmatory factor indicate verication of model. The Cronbach's alpha reliability coefficient was calculated to be 0.941.

Keywords: Teaching Turkish, Teaching Turkish to foreigners, listening, self-efficacy, developing scale

Paper ID: 1117

ACCORDING TO OPINIONS OF TEACHER CANDIDATES ENCOUNTERED PROBLEMS:
PHENOMENOLOGICAL APPROACH

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Grammar, the science which studies sound, form and sentence structure of a language and determines the its rules (TDK, 2014). But grammar teaching takes place notably mother tongue, on the basis of comprehension and recital skills in a unity with pedagogical content knowledge in other lessons.However, language teaching from past to presen is in the form of language rulles' teaching (Demircan, 2002; Güneş, 2011).İn this process, students have suffocated in the strict rules of grammar and grammar was worked to be taught more than correct speaking and writing by teachers (Yaman, 2011).

However, since 2006, Turkish Education Program (MEB, 2006) are regarded as a separate learning area of language teaching, teachers have to teach terms; In terms of students emerges as a skill to be learned. Even the teachers during their undergraduate education in courses related to this field that confronted with certain difficulties, lack of language skills as well as theoretical knowledge sufficient experience in the application process is observed that win.

This study aims to determine the problems language teachers face in grammer teaching based on the ideas of teacher candidates. The sample of the study includes 50 students studying at Sakarya University Turkish Language Teaching Department. The method of the study is qualitative and phenomenology design is used. Data is collected with semi-structured interview form applied to Turkish Language Teaching candidates. Content analysis is used to evaluate interwiev records and "cathegorical analyses" is applied. At the end of study it will be determined that which problem teacher candidates face in grammer teaching and which solutions they advise for these problems.

Keywords: Grammer teaching, teacher candidate, Turkish Language Teaching

Paper ID: 1118

HIGHER EDUCATION INTERNATIONALIZATION: A REVIEW OF CONTEMPORARY LITERATURE ON DEFINITION, RATIONALES AND APPROACHES

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Due to the increasing effects of globalization, internationalization has become a priority for many higher education institutions. Colleges and universities integrate special strategies and programs like studying abroad, internatioanalizing the curriculum and opening branding campuses to adapt their institutions to the new higher education market. In addition, students ask more intercultural experience opportunities to gain global competency since the job market has shifted to an international competition area. These rapid and evolving changes have led researches to explore the context and over the last few decades, the literature has piled up a substantial number of scientific publications about internationalization of higher education. This study aimed to summarize the changes and development in internationalization literature over the last twenty years by focusing on the meaning, rationales and approaches of internationalization. For this purpose, the researchers reviewed a range of recently published (1994-2014) works, which aimed to determine a conceptual framework for higher education internationalization. The sources were sorted into and analyzed through three sections: Definition, Rationales and Reasons, Approaches. The findings provide a brief analysis of the shift about internationalization's main terms over the last two decades. Not being an exhaustive review is a limitation of the study.

Keywords: Higher Education, Internationalization, definition, rationales, approaches

EXAMINING UNDERGRADUATE STUDENTS' PERCEPTION OF UNIVERSITIES' SOCIAL RESPONSIBILITIES

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This study involves qualitative data related to the first author's Ph.D. dissertation with the title 'Examining Stakeholders' Perceptions of Universities' Social Responsibilities: Çanakkale Case'. All of the data are gathered during the author's Erasmus exchange student period in the West University of Timişoara, Romania by using document analysis and qualitative interviews that are conducted with 20 undergraduate Turkish Erasmus exchange students from different universities and 6 scholars from the Sociology Department of West University of Timişoara, Romania. Qualitative analysis of the data is done by using NVivo 10 package program for qualitative studies. All of the data are gathered beneath four major categories as 'knowledge', 'current status', 'causes', and 'future considerations' after content analysis and examined within these concepts. Depending on the findings, it is possible to state that undergraduate students' awareness and participation to social responsibility applications are at a low level, even if there are good practices and social projects at their universities; but their expectations are at a high level for the reason that they regard universities as a key element of social change and interaction. Another finding of the study is that, a majority of students believe that universities need a special department consisting professionals and volunteers for social responsibility applications for a better society and university engagement.

Keywords: Social responsibilities of universities, qualitative study, society and university engagement

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THE PREDICTING RELATIONSHIP BETWEEN LIFELONG LEARNING TENDENCY AND OCCUPATIONAL EFFICACY SENSE OF PRE-SERVICE TEACHERS

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The research was conducted in survey model which is depicted as "the approach of examining a situation that occurred in the past or still takes place, by determining the situation, event, individuals or objects within their own conditions" by Karasar (2007) purporting to identify the predictive relations between lifelong learning tendency and occupational efficacy sense of pre-service teachers. For this purpose, following questions were answered in the study:
1. What is the level of lifelong learning tendency and occupational efficacy sense of pre-service teachers?
2. Are there any significant relationship among occupational efficacy sense, lifelong learning tendency and some features of pre-service teachers?
3. Are there any significant predictors among some features and lifelong learning tendency of pre-service teachers for their occupational efficacy sense?
The study's sample consists of 407 pre-service teachers who studies in different disciplines at Faculty of Education, Çanakkale Onsekiz Mart University, Turkey.
As data collection tool, a questionnaire consisted of personal information form, Lifelong Learning Tendency Scale and Occupational Efficacy Sense Scale were used in the research.
The study is on the data analysis stage and findings and discussion parts will be given in the full paper.

Keywords: Lifelong Learning Tendency, Occupational Efficacy Sense, Pre-Service Teachers

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VANISHED SCHOOLS: VILLAGE INSTITUES

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In theTurkish Education system there have now and then been some changes and revolutions such as teaching by correspondence, village institutes, being teachers of university graduates with pedagogic formation etc. ; during these changes and revolutions, various educational institutions have been involved in the Turkish Education System. These institutions are: First Teacher Schools, Education Institutes with an associate degree, Village Tutor Schools, Village Instructor Courses, Education Institutes, and Universities. All of these institutions have functioned like a follow-on of one another. Yet, of the teacher training systems, Village Institutes are the most remarkable ones and have hit / left their mark in our history. In the research, institutions are outlined, but the village institutes, the reason being that they hold a significant place in our history, are elaborated.

Keywords: Education, Preservice Teachers' Training, Village Institutes