

TURLA: REPRESENTATIVE OF TURKEY'S PUBLISHING INDUSTRY

In an interview with Gamze Erentürk and Beste Bal, we discussed the Turkish Literature Abroad (TURLA/YA-TEDAM) project aimed at promoting Turkish literature abroad and providing copyright sales support.

ISTANBUL PUBLICATION SPONSORSHIP PROJECT (İSTYADEP)

Having served as the capital of several civilizations throughout history, Istanbul is among the select few cities where past and present are seamlessly incorporated.

PUBLISHING ^{IN} TURKEY



**TURKISH WRITERS' WORKS REVIVED ABROAD/ FICTION AND NON-FICTION TITLES FROM
TURKISH LITERATURE ABROAD/ CHILDREN'S PUBLISHING IN TURKEY IN NUMBERS/
PUBLISHING IN TURKEY: A COMPILATION OF INFORMATION AND GRAPHICS/ HISTORY
PUBLISHING IN TURKEY/ AN ACADEMIC APPROACH TO PUBLISHING/ ACADEMIC
PUBLISHING IN TURKEY/ HISTORY PUBLISHING IN TURKEY/ TURKISH PRINTING INDUSTRY
ON A RISE/ TURKISH PRINTING INDUSTRY ON THE RISE**



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**EMRAH
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**THIS BULLETIN
IS GOING TO
OPEN A SMALL
WINDOW TO
TURKEY'S
PUBLISHING
WORLD. WHAT
DO YOU SAY
TO A LITTLE
DISCOVERY OF
THE TURKISH
PUBLISHING
WORLD?**

DISCOVER PUBLISHING IN TURKEY

Greetings from Turkey,

This will be my 10th attendance to the Frankfurt Book Fair, which is opening its doors for the 70th time. Contributing a public stand for almost 40 years, Turkey is to participate in this important fair with 25 publishing houses, six copyright agencies, and 10 printing houses this year.

The Press and Publishing Union that was in charge of organizing Turkey's collective stand in 2006 continues to contribute to the National Committee this year as well. The National Committee composed of the Press and Publishing Union, Istanbul Chamber of Commerce, Turkish Publishers Association, and the Ministry of Culture and Tourism, is supporting 30 publishers in two different halls (Hall 3.OJ95 - Hall 5.0 C144) this year to ensure a productive experience in Frankfurt.

In addition to the Translation and Publication Grant Programme of Turkey (TEDA), ongoing since 2005, the Turkish Literature Abroad (TURLA/YATEDAM) project, backed by the Istanbul Development Agency and Directorate General for Copyright, is also continuing this year with the contributions of the Istanbul Metropolitan Municipality. Besides the fairs in Frankfurt, London, and Bologna, fairs in Sao Paulo, Taipei, Kuala Lumpur, Guadalajara, and Bogota have also been included on our calendar to further increase the visibility of the Turkish publishing industry abroad.

Thessalonika, Sofia, Tiran, Sarejavo, as well as the Ashgabat, Moscow, Abu Dhabi, Sharjah and Doha book fairs are locations we aim to help our publishers reach with the TURLA project.

This bulletin is going to open a small window to Turkey's publishing world, and includes the activities that will be held at the Frankfurt Book Fair, information about children's and adolescent, academic, fiction, non-fiction and history publications, as well as the printing sector, and the fairs in Turkey.

What do you say to a little discovery of the Turkish publishing world? Discover publishing in Turkey.

PAGE 6

TURKISH
WRITERS'
WORKS REVIVED
ABROAD

PAGE 8

FICTION AND NON-
FICTION TITLES FROM
TURKISH LITERATURE
ABROAD

PAGE 10

CHILDREN'S AND
YOUNG ADULT TITLES
FROM TURKISH
LITERATURE ABROAD

PAGE 15

ACADEMIC
PUBLISHING IN
TURKEY

PAGE 16

HISTORY
PUBLISHING IN
TURKEY

PAGE 20

PUBLISHING IN
TURKEY BASED ON
INFO AND GRAPHICS

TURLA: REPRESENTATIVE OF TURKEY'S PUBLISHING INDUSTRY



You can visit our
Illustration Exhibition at
3.0-J 95
throughout the Fair.

We discussed the Turkish Literature Abroad (TURLA/YATEDAM) project aimed at promoting Turkish literature abroad and providing support to boost copyright sales with Gamze Erentürk and Beste Bal.

How and why was TURLA established, and what is its mission in the publishing field?

TURLA was first launched as a project in 2017 with the support of the Press and Publishing Union's Istanbul Development Agency. This year, it has also gained the support of the Culture and Tourism Ministry of Turkey's Copyright Directorate General and the Istanbul Metropolitan Municipality organization, Kültür A.Ş. Our

aim is to promote our country's literature and publishing abroad, and provide support to boost copyright sales. While taking action in the international domain with this mission, in Turkey, we are like a "consultancy center" for our publishers. We organize training sessions where we discuss every aspect of participation in international book fairs, on many subjects such as arranging a meeting with the right person to preparing a copyright catalog. The "world publishing market" is another of our headlining training topics to help choose the fair most suitable for publishing activity. Another of our trainings teaches the laws and fine details of agreements from expert lawyers to help them prepare their own copy-

Our mission as TURLA is to promote our country's literature and publishing abroad and to support copyright sales at home.

right agreements. Our operations are aimed at increasing capacity; we are continuing our operations with the aim of strengthening our publishers in every sense.

This is the second year of the project. How was this process for you?

We quickly made significant progress and formed a noteworthy network. In addition to the Frankfurt, Bologna, and London book fairs, which are popular among the publishing industry, we made a point of participating in the Seoul, Abu Dhabi, Kuala Lumpur, and Sao Paulo book fairs, and see different markets on site and become acquainted with the actors at home. At some fairs, we were literally the only ones representing Turkey in every aspect, and this was both a huge responsibility and made us extremely proud. We introduced our catalogs during the meetings we held at the fairs and professional assemblies and started to form a network. We became an important connection point for publishers interested in Turkey's publishing market and organizations aiming to establish and develop relations with the industry. The feedback we received was that we are in a position of quickly meeting the need for an actor to provide such a network. Of course, we are a great big team with our publishers and committee, which contributes to our project under the association, but as there is only two of us in practice, we pushed our limits to make progress until now. Our path is becoming increasingly vibrant, we are gaining partners and starting to develop projects together. This is a great delight and naturally, we intend to continue by further growing our team.

How are your relations with the other publishing actors (publishing houses, agencies, authors, illustrators, etc.) in Turkey?

Even though we started as one of the Press and Publication Association's projects, we are a formation that carries out national-scale activities and opens its doors to all publishers. In addition to the more than 50 publishing houses that work directly with us and are included in our catalog with their publications, it could be said that we also represent the Turkish publishing industry. Since we carry out our operations without any financial motives, a conflict of interest with any actor in the industry is out of question. It is our mission to ensure and develop the relations that will breed and grow the interest in our market, and bring together the actors. We established a quite wonderful language both locally and internationally with fair administrators, publishing associations, copyright agencies, authors, and illustrators among others, and we value this greatly. We are very excited about opening an illustration exhibition at this year's Frankfurt Book Fair, a first, through which we aim introduce illustrators from Turkey and our illustration quality in the international sphere.

What is the process for selecting the publishing houses and the books you represent? How do you decide who will be represented?

We start organizing meetings with a publishing house

We are using the catalogs we prepared to promote Turkish literature while also striving to provide support and consultancy to those who need it in the Turkish publishing industry.



from the moment they want to enter the catalog. We try to learn more about their publishing house, the books they have and will publish and their goals in relation to copyright trade. We want the publishers that go into the catalog to be sure that copyright trade is an investment, possibly a long-term investment. It is important for us that they understand the process and their responsibilities. This is our priority to go in the catalog. Then, the books are selected, and we are sent the technical details of the books and thus the process starts.

What attracts foreign publishers to the Turkish market, what are their demands?

What they most ask Turkey in particular are young women authors. Besides this, works that embed the country's social structure and talk about a Turkish city in the background also draw great attention. Unknown new authors are also asked as much as contemporary classic works. Through our meetings and market research in the last two years, we saw that Turkey is a country that draws attention and interest.

What are the short, medium and long term plans?

Our priority is to form our catalogs and continue to promote books from Turkey. TURLA has started to become a center that has more than one function with the needs and demands of both local and international industry staff. The catalogs we prepare are used both to promote Turkish literature and to provide support and consultancy to those who need it in the Turkish publishing industry. We provided a series of trainings in 2017 about international market fairs and copyright agreements. This year, we started to develop different projects like the illustration exhibition and implement them. In the upcoming periods, we want to cooperate with organizations and formations like ours from different countries.

TURKISH WRITERS' WORKS REVIVED ABROAD

Edited By: Ayşe Nur Azca

Launched by the Culture and Tourism Minister in 2005, the Translation and Publication Grant Programme of Turkey (TEDA) works to introduce Turkish writers abroad. Undergoing changes on February 6, 2008 and again on July 6, 2009, the project directive continues to make successful progress to date. TEDA's aim, through the projects it supports, is to introduce works written in Turkish or any other language on Turkish culture, art and literature to an abroad audience.

The project's initiative of introducing valuable works of Turkish literature to the world may also be defined as an incentive programme that offers translation, publication, and promotion support to publishers operating both locally and internationally. This generates visibility for Turkish authors' works at international book fairs. An additional advantage of the programme is the financial support it provides to publishing houses for translation and printing.

Introducing the esteemed works of numerous Turkish writers from its very onset, the TEDA project offers foreign readers the chance to read Turkey's cultural and literary works in their own language.

Unlimited Translation

One of Turkey's most important achievements in recent years, the TEDA project primarily supports novels and poetry written within the genres of history, theater, and travel-analysis.

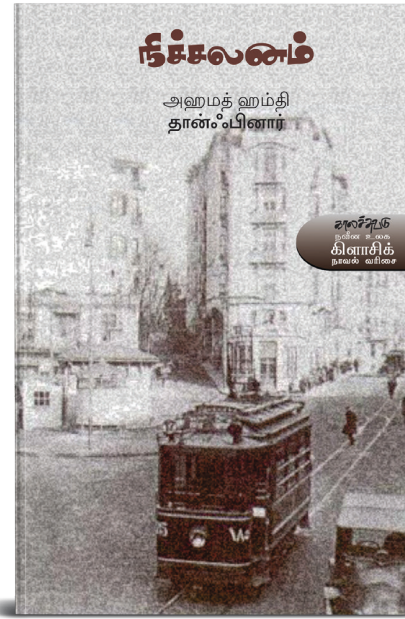
Select works of Turkish literature have been translated into several languages under the TEDA programme, including, among others, English, German, Portuguese, Spanish, Dutch, Italian, Hungarian, Serbian, Slovakian, Greek, Bosnian, Chinese, French, Korean, Romanian, Bulgarian, Finnish, Persian, Kazakh, Italian, Russian, Arabic, Albanian, Estonian, and Polish. Currently, the works of many Turkish authors have been brought to life in 72 different countries in 61 languages. As many as 2,500 works have been translated to date. Talat Halman's anthology, Turkish Love Poems, drew great interest in the U.S. in the poetry genre.

Turkish Works In World Libraries

Breaking the barriers in literary works, the TEDA project has made it possible for Turkish works to appear on the shelves in libraries throughout the world. In addition to cult works, such as Rumi's Mathnawi, Mehmet Akif Ersoy's Safahat, and Ahmet Hamdi Tanpınar's Huzur, books by authors like Peyami Safa, Halide Edip Adivar, Sait Faik Abasıyanık, Perihan Mağden, Orhan Pamuk, Ahmet Ümit, Buket Uzuner, Hilmi Yavuz, Talat S. Halman, Adalet Ağaoğlu, Orhan Kemal, Elif Şafak, Falih Rıfkı Atay, Aziz Nesin, Can Dündar, Sabahattin Ali, İskender Pala, and İlber Ortaylı are also currently being translated into world languages as part of the project.

Literary Translation Workshops

Bilingual translation workshops for translators are among the other events organised under the TEDA Project in collaboration with the Culture and Tourism Ministry Directorate General of Libraries and



Ahmet Hamdi Tanpınar,
Huzur, Tamil

The TEDA project gives foreign readers the chance to read Turkey's cultural and literary works in their own language.

Publications and sometimes with international institutes. The translation workshops are an opportunity for translators to come together. The aim of these workshops is to facilitate the development of a professional approach to the translation of Turkish literary works into foreign languages and the translation from foreign languages into Turkish. Such events are held under the guidance of two moderators, themselves academics and experts in their field. All participants are expected to partake in in-depth discussions on the texts under translation. This year, the Literature Translation Workshops are going to be held in Antalya from November 19 to 23.



teda

Türkiye'nin Çeviri ve Yayımlar Destek Programı
Translation and Publication Grant Programme of
TURKEY

WHO CAN APPLY FOR THE TEDA PROJECT?

- Publishing Houses
- Institutes
- Universities
- Foundations
- Other institutions involved in publishing

ISTANBUL PUBLICATION SPONSORSHIP PROJECT (ISTYADEP)



The Istanbul Publication Sponsorship Project (**ISTYADEP**) is a translation and publication sponsorship program that encourages publishers who aim to translate and publish works that bring to light, preserve, and globally promote the cultural and artistic values of Istanbul.

Having served as the capital of several civilizations throughout history, Istanbul is among the select few cities where past and present are seamlessly incorporated.

Founded to contribute to the cultural and artistic life in Istanbul by offering high-quality goods and services and to organize various activities to globally promote the city's cultural heritage, Kültür A.Ş. strives, through its ever-increasing efforts, to diversify the range of its services. Established under the Istanbul Metropolitan Municipality in 1989, Kültür A.Ş. is continuing its efforts to provide services in the area of art and tourism.

Managing numerous projects in publishing as well, Kültür A.Ş. launched the Istanbul Publication Sponsorship Project (ISTYADEP). The İSTYADEP is a translation and publication sponsorship program run by Kültür A.Ş. to encourage those publishers aiming to translate and publish works that bring to light, preserve, and globally promote the cultural and artistic values of Istanbul.

Among İSTYADEP's main goals are translating works selected from among city culture, academic research, history, art, and children's publications that provide quality and unique representations of Istanbul into

languages other than Turkish, publishing these works in the country or countries where those languages are spoken, and thus contribute to promoting the country and city's culture.

Istanbul-themed books will have priority under İSTYADEP, while works covering such areas as medicine, nature, the business world, school textbooks, dictionaries, magazines, periodicals, and booklets are not eligible to apply for the program.

Publications To Be Supported Under The Project

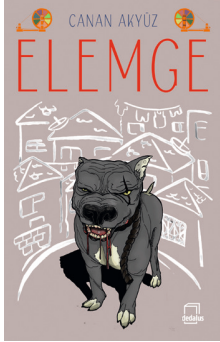
- City-themed books and guidebooks describing Istanbul's tangible and intangible heritage, as well as its historical and cultural values in an eloquent and popular style
- Academic, historical, and cultural publications that could potentially contribute to promoting Istanbul, as well as Turkey's culture.
- Publications promoting traditional Turkish culture in various branches of the fine arts using both classical and modern techniques.
- Quality children's literature written in line with children's and adolescents' developmental stages as well as their interests, tastes, and expectations that aim to contribute to their moral development.



FICTION AND NON-FICTION TITLES FROM TURKISH LITERATURE ABROAD

Edited By: Gamze Erentürk

Translation: Handegül Demirhan



Fiction: Elemge
Canan Akyüz

Dedalus Publishing House

'Elemge' means in Turkish a cylinder around which film, wire, thread, or other flexible materials can be wound. However, in this book, 'elemge' is the world itself and people are the wire. The debut novel of promising woman author Canan Akyüz, Elemge depicts the conjoined stories of six characters, Bekir, Dilber, Uraz, Mave, Yazgi and Nefer, told as one. Told from the point of view of these characters, each chapter begins with a one-page, omniscient narrative. Despite each character's life being different from that of the others, each suffers from spiritual depression, wanting no more than peace and an ordinary life. The first character, Bekir, who owns a brothel, begins his narrative as thus: "Trust me, I didn't want to do this. Had they not intervened in my life, I could have been a grocer in my neighbourhood."



Hot Skull
Afşin Kum

April Publishing House

A disease transmitted from one mind to another via language... A civilization on the verge of disruption... A former linguist having once worked on this merciless disease, Murat Siyavuş has sought hopeless refuge in his mother's home. Upon learning that a public institution is seeking retribution against him, his only resort is to flee his mother's house, start living, and face the world ever-changed by the disease. Afşin Kum's debut novel is an intriguing experiment on the mind, language, civilization, the nature of life, and human kind's search for meaning.



Rakun
Suat Duman

Alakarga Publishing House

An ordinary taxi driver, Can Rakun, is oblivious to the turmoil about to face him as he returns home with a painting by Picasso in his possession. For everyone, Can is a taxi driver with a mediocre life who does not think very deeply about life.

One day he takes a customer to Sabancı Museum, who tells him to wait outside. Upon returning, the customer comes back has a valuable painting in his hand. With the police close on his tail, he consigns the painting to Can and disappears, instigating an exciting and labyrinthical pursuit in Istanbul.

Being the most recent book by Suat Duman, Rakun is a crime fiction that pleases the reader with its fast-paced flow, literary narrative, and social background.

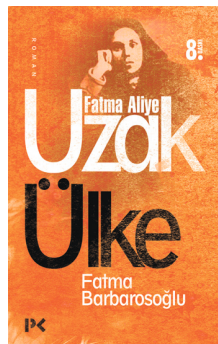


My Stories

Necip Fazıl Kısakürek

Büyük Doğu Publishing

Contains all of Necip Fazıl Kısakürek's short stories published in various newspapers and magazines starting from 1925. One part of these stories were published in book form in 1933 under the title A Few Stories, A Few Analyses and another part in 1965 in Stories from an Injured Soul.



Far Away Land

Fatma Barbarosoğlu

Profil Books

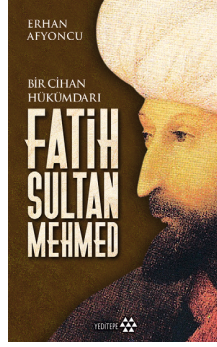
Largely known in the 1890s, Fatma Aliye as not only prominent in Ottoman territory, but also in England, France, and America. With her books being translated into Arabic, French, and English, women throughout the Middle East considered Fatma Aliye a veritable fortress on whom they relied. Then it all came undone in one fell swoop. Her name was completely forgotten during the Turkey's Republican era as a result of the Party of Union and Progress' efforts. Her name wasn't included in anthologies or histories of literature until Faraway Land was published. Now, everyone knows Fatma Aliye, the first female novelist of Turkish Literature, through the efforts of Barbarosoğlu.



Non-Fiction: 100 Treats from Istanbul
Nilgün Tatlı

Kültür A.Ş. Publishing

Apart from hosted a great history, wonderful architecture, and admirable artistic build-up, Istanbul is home to a very rich food culture. It combines traditional Turkish eating and drinking habits with the cuisines of other cultures with which it has interacted throughout history, producing a unique cuisine. Istanbul's location at the crossing point of three continents, the rich soils of Anatolia, and its being surrounded by the sea have also contributed to its fame. 100 Treats from Istanbul endeavors to introduce its readers from around the world to the food culture of Istanbul by sharing 100 recipes selected from among hundreds of delicious dishes. The purpose is to portray the richness of Turkish cuisine by highlighting its 100 most distinguished recipes.



Mehmet The Conqueror: The Ruler of The World
Erhan Afyoncu

Yeditepe Publishing

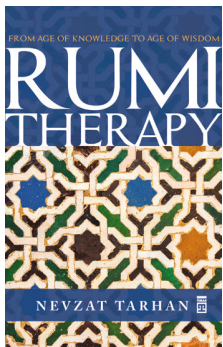
Mehmet The Conqueror (Muhammad Al-Fatih) reigned over The Ottoman Empire from 1444 to 1446 and again from 1451 to 1481. One of the greatest contributions of Mehmet The Conqueror is the reconstruction of Istanbul, where he made changes not only in institutions but also in bureaucratic, financial, and military regulations, and palace organizations. During his reign, classicism was instituted in many areas such as the bureaucracy, history, literature, architecture, education and palace policy, thereby shaping the political, administrative, and judicial structure of the following periods. The book details his life and character while also providing an outline of the period in which he lived in light of academic information.



The Self, The Other and Beyond: An Introduction to Islam-West Relations
İbrahim Kalın

İnsan Publications

This book is a detailed study about Islam-West relations. It narrates a long historical period dating from the inception of Islam emphasizing the encounters of these two civilizations. In addition, "the greatest incidents in the history of Islam-West relations" are chronologically summarized in the appendix. Discussing the main issues of the interwoven history of Islam and West, the study not only aims to mention political, military, and social relations but also offers a glimpse into the meanings of self-thought, of the perception of the so-called other, of the concepts of time and setting, and of symbolic language and images. The book embraces the interdisciplinary approach, combining history, philosophy, theology, and art, to reveal the past and present meanings of the interactive history of both Islamic and Western societies.



Rumi Therapy
Prof. Dr. Nevzat Tarhan
Timaş Publishing House

Mankind is rediscovering Rumi. His universal teachings are still relevant, and all of us have much to learn from this 13th-century poet and scholar. Dr. Nevzat Tarhan explains how the wisdom imbibed in Rumi's work, the Masnavi, may be the cure we need for our souls and psychological well-being. Tarhan explains that we must take the living wisdom of Rumi as a guide as we navigate our daily lives. Reading the Masnavi as a work now accepted by modern by modern psychology that cleanses our hearts and psyches, Tarhan's interpretive methods enable us to raise our awareness and see the truth within ourselves.



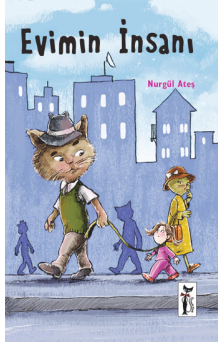
Favour Agenda
Ayşe Ünsal-Cihat Albayrak
Erdem Publishing House

Who says that agendas are only for a single year? This one is for an entire life! Forget all you know about agendas. We assign a favour for each day of the year and put it on its own, individual page. In your hands, you will hold a timeless agenda that coincides with a specific day of each year and that you'll never put aside. Reminding us that goodness is both timeless and placeless in the most beautiful of ways, The Timeless Favor Agenda will give you a break in the daily hustles of your life! Wherever you are in this world, we pray that your agenda be timeless, and your goodness endless.

CHILDREN'S AND YOUNG ADULT TITLES FROM TURKISH LITERATURE ABROAD

You can apply for Translation and Publication Grant Programme
of Turkey (TEDA) for each title.

Edited by: Beste Bal **Translator:** Handegül Demirhan



My House Human

Author: Nurgül Ateş | **Çizmeli Kedi Publishing Company** | 168 pp. | 12,5 x19 cm | Ages 9+

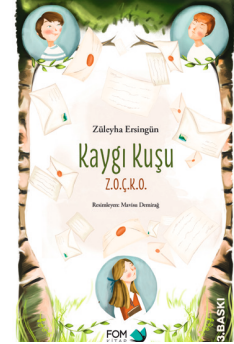
This book narrates a world where humans and cats switch roles. In this cat society, humans are pets that may be adopted. Güneş, a journalist cat, adopts a human from the human shelter in his neighbourhood. Yet, he hasn't the slightest idea as to how to take care of a pet human. Despite having switched roles, the world's problems remain the same so as to facilitate empathy and to offer readers the chance to question the concept of power.



Deniz (Series: 2 books)

Author: Pınar Kurban | **Yumurcak Publishing** | 112 pp. | 13,5 x21,5 cm | Ages 7+

Our hero Deniz and his friends has a never ending adventure in the school after they found a box in the headmaster's office. Aysun teacher gets dizzy in the classroom and this makes Deniz and Toprak in trouble. Deniz does not like the school much and asks help from Sultan Mehmet the Conqueror. What is more there is short film Project from Ece in the school and things get more and more complicated. Are you ready to meet Deniz and his friends?



Anxiety Bird

Author: Züleyha Ersingün | **Illus:** Mavisu Demirağ | **FOM Books** | 80 pp. | 12,5x19,5 cm | Ages 8-11

The story begins with a mysterious box sent to Deniz shipped from Japan, which is followed by a chain of other such boxes. In her attempt to solve the mystery of the boxes with her friends Arda and Eylül, Deniz reads every letter accompanying them. The more boxes she opens, the less anxious she feels. When she and her friends finally solve the mystery, they end up discovering something that will benefit the entire world.



Temsi the Crocodile (Series:3 Books)

Author: Melike Günyüz | **Illus:** Hüseyin Sönmezay | **Erdem Kids** | 24 pp. (Each Book) | 21x26 cm | Ages 4+

Silver Lake is a merry neighbourhood where Crocodile Temsi, Hisshiss Snake, Helical Copter, Walky Crab, Wisey Turtle, and many other nice neighbours live. However, just like in any other neighborhood, things certainly go wrong here.

Titles:

1. I Know My Friend
2. Temsi's Bored
3. Crocodile Temsi's Toothache



Pino the Brave Seed

Author: Serap Şahin | **Illus:** Hüseyin Sönmezay | **Final Arts and Culture Publishing** | 104 pp. | 12,5x19,5 cm | Ages 8-12

Just like his friends and family, Pino is a seed born and raised in a greenhouse. However, he differs from the other seeds in that he is brave and curious. His biggest dream is to leave the greenhouse and to grown into a giant pine tree. As soon as Pino finds the right moment, he sets off on an adventure without the help of his friends. The story of this brave little seed is also one of courage and companionship.



Adventures of Little Hezarfen (Series: 2 Books)

Author: Salih Özçelik | **Kalem Foundation Publications** | 104-10 pp. | 12,5x19,5 cm | Ages 8-12

Codenamed Little Hezarfen, Fuad and his uncle, codenamed Dragon, are on a secret mission for the sake of their country. These two detectives decrypt crypto boxes in their search for historical documents. Hezarfen and Dragon go on a number of missions to keep these crypto boxes out of the hands of KORB spies. Seeking to help readers develop their language and literary skills, this book introduces its readers to adventure and fictional detective stories through the plot as well as Ottoman Turkish, idioms, and proverbs through its use of language. Readers are also exposed to techniques for writing fiction through, problem solving skills, and ethical and aesthetical values.



Detectives of Our Neighbourhood (Series: 4 Books)

Author: Ahmet Ay | Illus: Yahya Alakay | Kültür A.Ş. | 72 pp. (Each Book) | 13,5x21 cm | Ages 9+

Kerem and Reyhan are two friends living in one of the old neighbourhoods in Istanbul and dreaming of being a detective. In each book, they chase an incident and solve the case followed by funny incidents. Putting humour and excitement in the center, the series reflects the friendship, collaboration and humanitarian values unique to the neighbourhood culture of Istanbul. Having released four books by now, the series also presents a book that aims to raise awareness in Syrian refugees. The book named The Secret of the Lost Map puts love, solidarity and companionship in the center, not the sense of pity.



Tin Civilisation [YA]

Author: İclal Dikici | TUDEM Publishing Group | 136 pp. | 13,5x19,5 cm | Ages 11+

When Atilla cycles to school every day, Defne passes by him in a car with her father. They both realise each other, however, they never have a chance to meet. One day, there happens a traffic accident, ends up in a traffic jam and cars gradually pile up. Then, people settle on top of this hill composed of iron piles, and entitle it as an Autoville. Being a competitive businessman, Defne's father becomes the president of Autoville and the town comes to a state of authority. Atilla finally meets Defne and they Exchange letters. Their only wish is to escape from this iron piles and move to the small town-house of Atilla's grandmother. At that time, the president looks for a way to sell the Autoville. In the end, Atilla, Defne and her dog fly away from the Autoville on their bicycles while the president runs away by getting on the helicopter with full of moneybags.



Earth's Heart [YA]

Author: Özgür Balpınar | Young Timaş Publishing | 216 pp. | 13,5x19,5 cm | Ages 11+

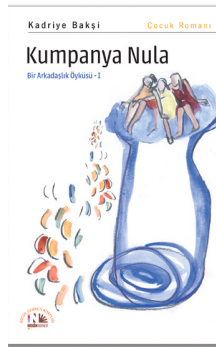
Bamba is an Exchange student coming from the Mbuti tribe in Africa to Turkey. After his long journey, he finds himself surrounded by buildings, no trees or flowers around. He feels sorry to find out that in this country, flowers are sold in Exchange of Money, vegetables and fruits are sold in plastic bags, and the trees are on top of hills away from the cities. His peers spend hours in front of this big box called the television, or in front of the computer with joysticks. They can't even see their hand in front of their face because of those mobile phones that they always have in their hands. Bamba makes a decision: he will show people what they have forgotten, and remind them of the joy of the streets, the beauty of nature, the companionship of animals, the importance of sharing and loving, and even though they seem not to remember, they are surrounded by all the beauty they need.



Don't Give Up!

Author: Tülin Kozikoğlu | Illus: Huban Korman | Mavibulut Publications | 56 pp. | 26,5x22 cm | Ages 5+ | Rights sold: Italian, Russian, Kazakh

It's the story of a little girl, named Ela, and her favourite apple tree. Ela has difficulties with 'reading' when she started the school and she gets frightened. One day, she had a minor accident; she fell from a tree and broke her leg. The healing process requires to stay at home for several months by getting a physical therapy, and she blames the tree for her misfortunes. One day, the tree experiences a misfortune as well, and collapses during a storm. Ela feels bad for it and tries to save the tree by covering its root with dirt. This plan requires to do physical exercises, which helps her in healing process, and eventually she can not only revive the tree but also can manage to walk again.



Nula Team

Author: Kadriye Bakşı | Nesin Publishing | 142 pp. | 13x19,5 cm | Ages 9-13

It's the story of companionship. Teased by their friends due to their fatness, speech disorder and ethnic identity, Eda, Ayça and Adar turn their issues to an advantage thanks to their companionship. When they meet Auntie Nula whom no one wants to talk to, they plunge into the magical world of the theatre. This meeting not only breaks down the prejudices of these three buddies, but also of townspeople, which results in changing perspectives of everyone. We believe that Nula Team will be among the classics in our literature.



The Hedgehog and the Exhibit

Author: Özge Bahar Sunar | Illus: Ceyhan Şen | SEV Publishing and Educational Trading Inc | 32 pp. | 24x24 cm | Ages 3-6 | Rights sold: Spanish (Territory: Spain)

In a class set in the middle of a beautiful forest, the teacher gives an assignment to her students: they need to practice writing the letter A. But a young hedgehog is worried about what to do since he injured his forefeet and cannot hold a pencil. In this story, readers will see how this hedgehog comes up with the most creative solutions and uses different techniques to create a masterpiece.

The rising number of book fairs in Turkey is the best indicator of Turkish people's interest in reading and love of books.

RISE IN TURKISH READERSHIP LEADS TO INCREASE IN NUMBER OF BOOK FAIRS



The number of book fairs in Turkey that were less than 10 about a decade ago are now being organized in 59 cities and at 85 different venues. TUYAP Book Fair, which started its book fair journey 37 years ago, is now reaching one record after another with its number of visitors rising by the day. The fair that was visited by 750,000

people in November 2017, hosted 820 local and foreign publishing houses.

One other important fair in Turkey is the CNR Istanbul Book Fair organized by the Press and Publication Union. The fair that changed its name to "Eurasia Book Fair" in February 2019, saw 475,000 visitors in 2018. The Eurasia Book Fair is planned to be structured in the upcoming period more toward copyright sales, and to support Turkey-based copyright trade, which has also gained momentum in recent periods.

Another one of Istanbul's most important book fairs is the International Istanbul Arabic Book Fair aimed at Arab publishers, which the fourth installation was held in 2018. The fair, organized by the Press and Publication Union, and supported by the Arab Publishers Association, International Arabic Book Publishers Association, and the Turkish Press and Publishers Copyright & Licensing Society (TBYM), is attended by more

than 200 publishers from 15 countries.

The biggest supporter of book fairs, held under the leadership of nongovernmental organizations, are local administrations. There are 20 different book fairs that are held in Istanbul with the support of local administrations alone. Besides Istanbul, Ankara, İzmir, Adana, Bartın, and Kocaeli are also cities where book fairs have been held for the last decade. Some of the book fairs in Turkey are thematic. Children's book fairs, secondhand book fairs, religious publishing fairs, and Arabic book fairs are some of these. Despite the prophecies about their future, as readers nowadays have quick access to books online -and more economically at that- thanks to technological developments, book fairs continue to survive with improvements. The rising number of book fairs in Turkey is the best indicator of Turkish people's interest in reading and love of books.

FELLOWSHIP ISTANBUL ON THE PATH TO BECOMING A COPYRIGHT MARKET

Fellowship Istanbul is planned to contribute significantly to the Turkish and world publishing sector with ongoing relations between publishers after the programme.



Copyright products in Turkey have an approximately 15-year history in the world copyright market. The translation of some 2,700 books have been supported to date through the Translation and Publication Grant Programme of Turkey (TEDA), the Culture and Tourism Ministry of the Republic of Turkey's translation grant programme. The translation grant provided to different publishers in 59 languages and 66 countries has seen a significant rise in the recent years. The 4th International Fellowship Istanbul, set to be held in 2019 by the Turkish Press and Publishers Copyright and Licensing Society (TBYM), is surely one of the biggest reasons behind the increase in the number of applications to TEDA, which is one of the world's most important translation grant projects. The first Fellowship Istanbul event held in 2016

saw attendance by 17 publishers from nine different countries. This number rose in the second year to 30 publishers from 21 countries. The 2016 and 2017 Fellowship Istanbul organizations boosted the sales of copyright from Turkish to other languages from 178 to 439, with translation grant applications to TEDA reaching a record high.

The third program in 2018, supported by the Culture and Tourism Ministry of Turkey and the Istanbul Metropolitan Municipality, gained great momentum with the participation of 209 publishers from 66 countries. Fellowship Istanbul, where 1,739 meetings took place and preliminary contracts were signed for the translation of 533 books from Turkish to other languages, is planned to contribute significantly to the Turkish and world publishing sector with

ongoing relations between publishers after the programme. Applications for the 4th Fellowship Istanbul organization to be held in February 2019, by Turkey's biggest professional association for publishing, the Press and Publishing Union, will open online on October 1, 2018 at www.fellowship.istanbul. After evaluating publishers' applications, the organization committee will meet certain expenses such as travel, accommodation, and sightseeing. Application results will be announced on October 1, 2019.

Achieving an ambitious success with respect to making Istanbul a global copyright market, Fellowship Istanbul is contributing significantly to the publishing sector, which is identified as the creative industry, helping Turkish publishers and world publishers develop their capacity to become competitive at the world level.

Turkish publishers are in a serious competition to buy the publishing rights of children's books that are best sellers around the world.

CHILDREN'S PUBLISHING IN TURKEY IN NUMBERS

MELİKE GÜNYÜZ *Editor in Chief of Erdem Publishing House and General Counsel of Turkish Literature Abroad*

The publishing industry in Turkey has caught a stable and rapid growth in Turkey, with the rate in children's publishing increasingly rising. Erdem Publishing Group Editor-in-Chief Melike Günyüz evaluated the children's publishing industry in Turkey.

How would you evaluate the children's publishing industry in Turkey?

The publishing industry in Turkey has been seamlessly continuing its growth in the last decade. While the rate of growth in the number of all new titles has doubled, the growth rate in children's and youth publications category is triple. A total of 10,043 new children's and youth books have been published in Turkey in 2017. In 2008, this figure was as low as 2,839. Turkey is a world integrated country in terms of translated children's books as well. Turkish publishers have been translating books from European languages since the 1850s and having books translated by closely following world children's literature. About 35 percent, in other words, 856 of the 2,499 children's books published in 2009 are translated children's books. Yet, while 2,319 of the 10,043 children's and youth books published in 2017 are translated books, this figure corresponds to a rate of 23 percent. This actually shows how rapid the country's national production is and how closely Turkey follows world children's literature. Meanwhile, English books take the lead in the languages the books are translated from. French and German books come second and third, respectively. According to TEDA data, Albanian, German and Persian are the languages Turkey translates to most. The distribution of children's books translated in 2017 according to languages is: English: 1863, French: 130, German: 122, Italian: 65, Spanish: 35, Persian: 21, Arabic: 16, Danish: 8, Greek: 7, Dutch: 6, Swedish: 5, Polish: 5, Korean: 4, Portuguese: 4, Russian: 3, Azerbaijani: 3, Czech: 3, Chinese: 3, Flemish: 3, Norwegian: 3, Circassian: 2, Indonesian: 2, Finnish: 2, Hungarian: 2, Japanese: 2, Latvian: 1, Hebrew: 1.

How do you see the future of children's and youth publications?

Turkish publishers today have a vision that cannot be compared to the vision a decade ago. They attend almost all of the fairs held around the world. Even though the majority of such participation appears as a national stand, publishers visit fairs at a personal level. They closely follow what world publishers are producing and no longer publish with the

Turkish reader in mind alone. Today, Turkish publishers have started to discuss how they may enter the Far Asia and Latin America markets, and which fairs and agencies will help them achieve this.

Also, organizations such as Turkish Literature Abroad (TURLA/YATEDAM) and TEDA pave the way as projects the public and nongovernmental organizations work together in to expand the horizon of Turkish publishing.

Meanwhile, Turkish publishers are in serious competition among themselves. They are competing particularly to buy the publishing rights of children's books that are bestsellers around the world.

The Turkish publishing sector, Istanbul in particular, is in efforts to bring participants to the Turkish fairs from abroad with the aim to show that it is a dynamic market.

A total of 10,043 new children's and youth books were published in Turkey in 2017.



Year	Total number of first edition books published	Number of children's and adolescent first edition books published	Rate (%)	Ratio of translated children's books to general children's books
2008	32,339	2,829	8.75	
2009	31,286	2,499	7.99	856 (35%)
2010	34,865	4,165	11.95	943 (23%)
2011	43,190	6,341	14.69	1,385 (22%)
2012	42,626	6,172	14.48	1,436 (24%)
2013	47,352	4,363	9.22	1,461 (34%)
2014	50,752	4,786	9.43	1,741 (37%)
2015	53,604	5,414	10.10	1,871 (35%)
2016	54,446	8,618	15.83	1,737 (21%)
2017	60,335	10,043	16.65	2,319 (23%)

FIRST CARICATURE IN ISTANBUL

Translator: Şeyma Bulgan



Looking back into history, we find that humour and caricature were both popular and institutionalized media.

The connection between Istanbul and humour is not one that receives much emphasis or discussion. Looking back into history, we find that humour and caricature were both popular and institutionalized media. The first caricature in Istanbul was published in *Diyojen*, a magazine written and published in Istanbul by Theodoros Kasapis in 1870.

First known Turkish caricaturist was Ali Fuat Bey. With the declaration of the Second Constitutional Era, an explosion happened in humour magazine publishing. The most important caricaturist of this era was Cemil Cem. He printed the magazine *Kalem* and published the magazine *Cem*, in which he subjected the Ottoman Empire and its administrators to satire in accordance with Western standards. In this era, we see the first examples of political caricature in magazines such as *Karagöz*, *Geveze*, *Dalkavuk*, *Davul* that came out one after another. *Aydede* and *Gülyüz* find themselves among the significant humour magazines. One of the most effective penmen of this era was Sedat Simavi, who offered immense support in Turkey's War of Independence. Simavi was to participate in publishing and media proprietorship.

The two significant caricaturists of the republic period are inarguably Cemal Nadir and Ramiz Gökçe. These two great authors succeeded not only in popularizing the art of caricature but also in making it accepted by society. His sarcastic and entertaining manner in depicting social topics gained him a large following. His contemporaries, Münif Fehim, Sedat Nuri, Şevki Çankaya, Necmi Rıza Ayça, Orhan Ural, Sururi Gümen, Salih Erimez, İhâp Hulusi are among the other impressive artists of the era. Mim Uykusuz presented masterpieces of realistic socialist caricature in the magazine *Marko Paşa* in the late 1940s. Ratip Tahir expedited the development of caricature with his political satire and emphasis.

At the onset of the 1950s, Turkish society transitioned into a multiparty system and free market economy, which facilitated the transformation of caricature. Subsequently, comic strips changed into dark humour where implications and abstraction were preferred. Eflatun Nuri, Semih Balcıoğlu, Turhan Selçuk, Nehar Tüblek, Ferruh Doğan, Ali Ulvi, Güngör Kabakçioğlu, Tonguç

Yaşar, Yalçın Çetin, Altan Erbulak, Bedri Koraman, Mıstık (Mustafa Eremektar) and Cafer Zorlu are among the artists this era brought out.

Caricature entered a period of stagnation during the 1960s when it ceased being innovative and only repeated the status-quo, eventually to become thoroughly dilapidated. It seemed that humour and caricature were soon to be no longer. The magazine *Gırgır*, published by Oğuz Aral, entered circulation during this period, causing caricature to rebound. *Gırgır* brought life to humour publishing, reaching a circulation of 300,000 and 500,000 in the 1970s and 1980s, respectively. The greater part of *Gırgır*'s success was that it produced humour about every sphere of life, bringing humour publishing to another level. The fact that Oğuz Aral saw his entertaining and ironic magazine as a school that offered young people opportunities was a great part of its success. Among the caricaturists were names like İlhan Ertem, Nuri Kurtcebe, İrfan Sayar, Hasan Kaçan, Behiç Pek, Latif Demirci, Necdet Şen, Engin Ergönültaş, Mehmet Çağçağ, Tuncay Akgün, Ergün Gündüz, and Metin Üstündağ. There were also caricaturists who would draw in other newspapers and magazines. Tan Oral, Sami Caner, Kemal Gökhan, Behiç Ak, Salih Memecan, Vahip Sinan, Dağıstan Çetinkaya, Bülent Dizgit can be counted among these caricaturists.

The 1990s and 2000s were two decades dominated by magazines like *Leman*, *Hıbrır*, *Penguen*, *Keskin Ustura*, *Uykusuz*, and *Cafcaf*. During this period, the problems of people living in cities were dealt with and illustrated following an underground approach. Those caricature characters drawing interest were bohemian, hedonist, and pragmatist people. At the same time, humour focused on issues related to urban dissonance and on an ever-deepening disengagement from "tradition". However, a very sensitive and universal language was embraced, such as freedom, democratization, fighting with groups integrated into the state, corruption, labor rights, and women's rights.

Metin Üstündağ, Selçuk Erdem, Erdil Yaşaroğlu, Bahadır Baruter, Bülent Üstün, and Yiğit Özgür can be counted among the famous drawers of this period.

ACADEMIC PUBLISHING IN TURKEY

It is thanks to academic and student interest that academic publishing prioritizing scholarship is on the increase in Turkey. We asked the experts about academic publishing in Turkey.

Edited By: Gamze Erentürk



FAHRÎ ARAL

Istanbul Bilgi Üniversitesi Publications

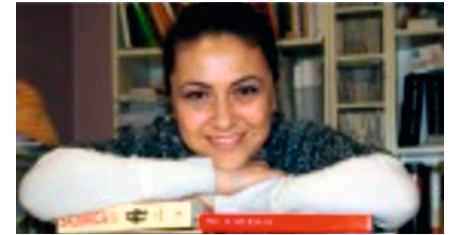
A brief look at developments is the first thing necessary to understand academic publishing in Turkey. Some of the most important publications produced by Dar al-Funun, also known as the Imperial University during the Ottoman era, were journals published by certain faculties, in addition to chemistry, physics, mathematics, and geology textbooks. Following the foundation of the Republic, though inadequate, some steps were taken at Istanbul University –established after Dar al-Funun– for scientific and administrative autonomy. Faculties and institutes publishing books and magazines paved the way to new developments in university publishing. Published were works by faculty members and translations of books into Turkish by scientists who were experts in their fields and well-known in the international academic world. Presently, it is quite difficult to draw a profile for readers of academic publications. Today, a reader of academic publications may be interested in political science while also buying quality works on history or economy. Such a person may be an avid reader of novels while still being receptive to fine arts and the movies. Sometimes, a book printed years ago will suddenly gain popularity and sell out. But academic publications becoming best sellers is always secondary; what's truly important is that the work be a scholarly publication.



ALPER TOK

Nobel Academic Publishing

The accessibility of publications is one of the most important factors in academic publishing in Turkey. Though the limited number of book stores selling academic books is a shortcoming, thanks to online book sales today, the distribution of academic books has seen a significant rise. Our aim, as Nobel Academic Publishing, is to contribute to academic publishing by publishing an average of 450 books annually. Some of the books published alongside the works of well-known names are those published without any financial motive, with the sole intent to contribute to their field. Interest in academic publications in Turkey is generally shaped around the interests and demands of academics and students. In this sense, textbooks make up the vast majority. Accordingly, publications that academics declare as textbooks draw greater interest. There is also an audience composed of people who are not students but who focus on a certain field out of interest, curiosity, or as a hobby. This audience tends to lean more towards linguistic fields such as psychology, history, and sociology. If we were to go into further detail, it could be said that psychology books on various psychological states and personal development as well as history books on Ottoman history and Atatürk receive greater attention from readers. While the popularity of academic books depends more on whether they are used as class materials, the popularity of books by authors like Yuval Noah Harari can be associated with their ability to address readers outside the field.



RANA ALPÖZ

Koç University Publications

The fundamental objective of academic publishing is to make academic information accessible to both the academic circle and those interested in the topic. Academic publishers are actually the most important actors of non-fiction publishing. How this is done in Turkey is a completely separate topic. In short, I personally believe we need to think a lot more about how the information produced can be spread outside of academia — by both academics and publishers.

I guess in general, social sciences always attract more attention. Perhaps because they are more suitable areas for the writer to tell stories. The story telling in books by Yuval Noah Harari, who has been on the best sellers list for a while in Turkey, is also good. I feel this is one of the secrets to his success. Our primary criteria as Koç University Publications is for the book to contain the most current information on the topic and include the most recent discussions. We look to see whether the book will contribute to Turkey's intellectual world. The author's identity as well as the book's subject and narration are some of the other factors we take into consideration.

The main objective of academic publishing is to make academic information accessible to both the academic circle and those interested in the subject.

HISTORY PUBLISHING IN TURKEY

The increase and interest in television programs, period TV series and films has led to a rise in demand for subject-related history books

History publications, which has always been an area of interest for Turkish readers, showed further increase with the latest period television series. We asked our publishing houses about history publishing.



MUSTAFA KARAGÜLLÜOĞLU

Yeditepe Publications

The increase in the number of history departments in Turkey's universities has led the students studying in these departments to start to show an interest in Ottoman history, European history, which is interactive with Ottoman history, Balkan history, Byzantine and Roman histories and to hence seek books on these topics. The rise in the interest and number of television programs, period TV series and films has been another factor increasing demand for books on the subject. Additionally, diaries, research-analysis works about the battle fronts have been published to mark the centenary of World War I. The state bringing such historical topics up on the agenda on the centenary of important events like these is, in this sense, another factor pushing the spread of history books.

As we mentioned earlier, quality diaries, memoirs taking their place on bookstore shelves alongside top-selling popular history books in addition to the interactivity between universities and the television industry is also boosting its share in the market by the day.

Based on our publishing policy, of course the subject discussed is important. Hence, when selecting books, I first present the work to our academic advisory council and make a choice based on whether it targets the needs of readers and if it is adequate in terms of scholarship. After passing this first stage, we strive to present it to readers with a visual design that will appeal to the reader.

Yeditepe has books on every era of Turkish history. We publish books about Ottoman history, old Turkic history, different subjects of contemporary history that cover an extremely vast period, Republican history, as well as books containing various topics about the history of Istanbul. We also publish books on subjects such as Roman, Byzantine and Medieval history. Besides books written by Turkish authors, we are quite particular about publishing translated books. German historian Johann Wilhelm Zinkseiner's seven-volume Ottoman history work and Romanian historian Nicolae Jorga's five-volume Ottoman history work are quite popular. Some of the Yeditepe books that are popular abroad include eloquently written books about Ottoman history, Sultan Mehmed the Conqueror, and the Kut al-Amara, Çanak-kale and Galicia fronts in World War I.



İHSAN KARA

Dergah Publications

History publishing in Turkey incorporates both the problematic and advantageous aspects of our modernization experience. The alternative or opposition history concepts that emerged against the mainstream trend that was determined after the Republic gained ground in books and magazines. As a matter of fact, it could be said that it was all these works that formed the history ideology of the public and reader-writer segment.

Bearing this in mind, we think that reader interest and publishers' fundamental motivation in both popular history and academic products, with respect to the publications in the last decade, is based on the support for or criticism of this retrospective history understanding. There is no doubt that popular period series also have a share in this. Evaluating the increased rate of publications on history in this context will bring us to more sound conclusions. Our recent history could be considered among the hottest topics in our country.

The period leading up to the founding of the Republic (Abdülhamit, the Union and Progress Committee, the War of Independence, etc.), followed by the times our Republic-Democracy failed (the one-party period, Mustafa Kemal Atatürk, İsmet İnönü, the Democrat Party, Adnan Menderes, the 1960 coup, Yassıada and other revolutions) are generally the subjects that draw the greatest attention among history books. It does not seem like this picture will change anytime soon. Based on our experience -in other words, based on the general relationship we have with the history field- it would not be too realistic to expect quality history books to correspond with popular history books in the near future. As we mentioned in the above question, our popular history publications are more about Turkey's problematic areas -those which it is yet to fully solve.

It is not easy for academic or serious publications to find correspondence in the public's description of history. Hence, a history publication that addresses different degrees of interests and layers, from an academic publication to a popular history magazine, and that correspond at the information level is difficult to achieve today. A book making it on the best seller list is directly associated with how much it meets the expectations of its target audience and answers their interest.

70TH FRANKFURT BOOK FAIR

(OCTOBER 10-14, 2018)

ACTIVITY PROGRAMME

TURKISH NATIONAL STANDS AT 5.O-C144 AND 3.O-J 95

OCTOBER

WEDNESDAY

10, 2018

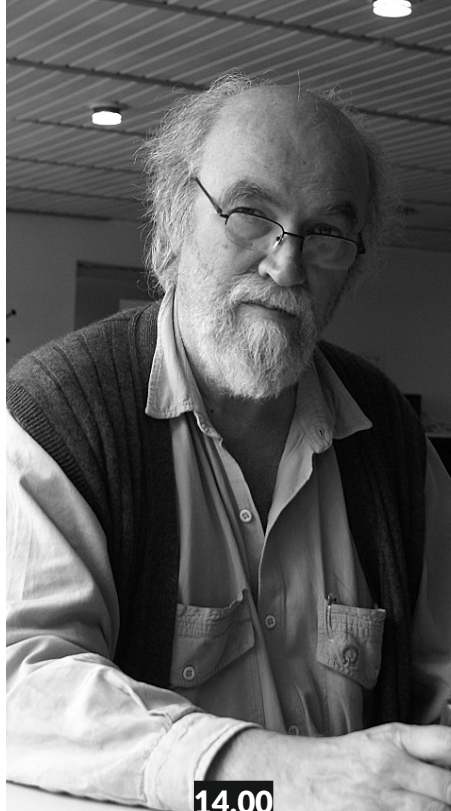
11.00

Opening
of Turkey's
National Stand



13.00

Participant: Refika Birgül
Location: Hall 3.1
Gourmet Gallery Show
Kitchen



14.00

Panel: Ottoman Reflections in Europe
Participants:
Professor İlber Ortaylı, Professor
François Georgeon



OCTOBER

THURSDAY

11, 2018



11.00

Panel: 2018 Truva Yılı Konferansı
Participant: Professor Rüstem Aslan
Location: Hall 5.0 National Stand Turkey

AN ACADEMIC APPROACH TO PUBLISHING

Interview: Beste Bal



Turkey's need for qualified individuals able to keep up with the rapid transformation and development in the publishing sector is increasing by the day.



We discussed the academic education aimed at Turkey's publishing industry, the student profile, its contribution to the sector, as well as the problems of the sector with Professor Kübra Güran Yiğitbaşı of Marmara University's Communication Faculty Department of Journalism Publishing Management.

I believe your program is the first academic education program on the publishing sector in Turkey. Can you tell us a little bit about the program?

The "Publishing Management Master's Program" was made available to students in our country for the first time in 2013 under Marmara University's Communication Faculty Journalism Department. The program was established to offer students an academic view in the field of publishing and to train qualified individuals who have a good command of the current fundamental dynamics of the publishing industry as a result of the education they receive. Our program was conceived of and launched based on direct demand from the sector particularly that of Association of Press and Publishing. Specifically, a master's program on publishing received very positive reactions in the field. Those who have taken pains to contribute to the publishing industry are directing their staff to do their master's in our program. The fact that one of our doyen editors in publishing said upon hearing that our program had opened, "This was something we dreamed of years ago. We would wonder if one day being an editor will be considered a career and if there will be any dissertations written or academic studies carried out about editing. At least, now this is possible," indicates that our program is filling an important gap. The rapid development of communication technologies and publishing applications worldwide calls for an ever-increasing number of qualified individuals able to keep up with the rapid transformation and development in Turkey's publishing sector. However, I would like to point out here that while the publishing management master's program helps students to gain an academic discipline and view, it also aims to perpetuate this by bringing together our students with many actors in the sector, such as publishers, writers, illustrators, editors, and distributors. As

a result, we make sure that our students visit printing and publishing houses to observe for themselves the procedures a publication goes through, how an illustration or story is born, and to hear all about it from the people that give life to it. The most important aspect of our classes is that they are not detached from the ground and are carried out with the support of publishers. Thus, our students are given the opportunity and venue to practice. The Publishing Management Master's Program covers subjects such as children's publishing, creative writing workshops, design and publishing, introduction to electronic publishing, editing theories, visual identity and typography, magazine publishing, advertising-management and public relations in publishing, information and document management, publishing and language problems, international publishing management, new trends in publishing, electronic copyright management, sectoral publishing, publishing house management, electronic publication applications, financial management in publishing, content management and scaling techniques on social media, and promoting publications on social media.

The program also paves the way for the application of world publishing standards and scientific studies on publishing in our country. One important aspect of the program is that the non-thesis master's program is also available and that a Ph.D. program might open soon. The program's academic staff consists of teachers who have produced significant works in the fields of media and communication and who also make important contributions to the publishing industry. The academic staff and fields of study of the department are as follows: Professor Emine Koyuncu, Head of the Department of Publishing Management, is carrying out important work in media economy and distribution and marketing in the publishing industry. Professor Levent Eldeniz and Faculty Member Esin Kar-

topu are carrying out work in the areas of visual communication and design, desktop publishing, and printing techniques. As for me, Faculty Member Kübra Güran Yiğitbaş, I am continuing my academic work on media and children, children's publishing, transmedia, creative writing, persuasion, and discourse.

The certification programs are preferred by those who want to gain qualifications in the area. What was the profile of your academic program like? Were they all working in publishing? How would you evaluate your student profile?

As is known, the publishing industry is a sector that includes individuals who come from many different disciplines and houses a vast range of fields of expertise. As our master's program is open to bachelor's graduates from different disciplines, it allows this versatility. Those who first come to mind in terms of our program's student profile are those individuals wanting to become editors, graduates of Turkish Language and Literature who are currently doing editing work and who want to develop themselves, graduates of English Language and Literature, of Western Languages, and of Arabic Language interested in translation publishing, operating managers at publishing houses, prospective writers who want to work in children's publishing, graphic design graduates, information and document management graduates, and, of course, journalism graduates from our own faculty in particular. Since we do not require ALES (similar to the GRE) or a language score for our non-thesis master's program, and as the classes are held in the evenings, it is preferred mostly by people who have employment commitments and are already working in the industry.

Yours is a master's program. What kind of a difference would master's level education for those who want to take on publishing as a career make in the development of the industry?

As far as I have been able to observe, young adults holding a university degree who have discovered what they want to do, what they are more inclined toward, and what their talents are tend to evaluate their options with greater awareness. For example, a new bachelor's graduate who sees that he has a future in publishing applies for the publishing management master's program knowing what he wants to do and has a path in mind for his life. For instance, a literature graduate starts our program more aware of the kind of positions that are available for a literature graduate in the publishing sector, knowing that they can work as editors, copy editors, writers, or as an international book fair representative, among many other areas. The subjects they choose in accordance with this and the relations they build with people they meet in the academ-

ic field and on the ground open up new horizons for them. In this context, they are able to gain knowledge, experience, and skills aimed at the profession they find themselves inclined toward. The bachelor's programs from which the student profiles I mentioned before have graduated can also constitute a foundation for publishing. On a different note, tight and firm cooperation between the publishing industry and the academic field in carrying out joint projects aimed at the ground is the most important point that really requires focus. One of the most essential factors in education aimed at the publishing sector is providing students internship opportunities, in other words, giving students the opportunity to gain experience next to a skilled and experienced expert in the sector.

What are the common problems faced in Turkey by those who work in publishing? Would you say that education is an important step in solving the problems? If not, how can the problems be overcome?

The publishing industry is a rapidly developing and growing sector. In addition to this, problems differ, whether they are ongoing from the past into the present or whether they are current problems. The lack of standards for publishing to date and the fact that efforts in this area are only appeared very recently aside, some of the numerous headings are VAT rates, pirate publishing, copyright, especially in electronic publishing, participation in fair organizations abroad, content problems in textbook publishing, and in addition to the rise in quality publication in children's publishing, low-quality content and illustrations that are not suitable for children, the problems of small and medium-sized booksellers and publishing houses, chain stores, and distribution inequality. Meanwhile, I believe that the more these problems are brought to the attention of stakeholders, the more joint efforts are made in bringing social societies and nongovernmental organizations into the industry, and the more contact is maintained with the actors in the sector, these more likely and quicker such problems can be solved.

In addition to this, taking a good step in terms of the development of publishing, showing respect to the efforts made with disregard for ideological differences, and acknowledging the effort is extremely significant in making progress with respect to common problems. To solve the problem, we, being those making up the education leg of the industry, are trying to fulfil our share of the responsibility of bringing together the actors of the sector, presenting joint platforms and workshops, establishing international standards in our country, improving the qualifications of members in the profession, and helping our students make their way into the profession endowed with fundamental principles.

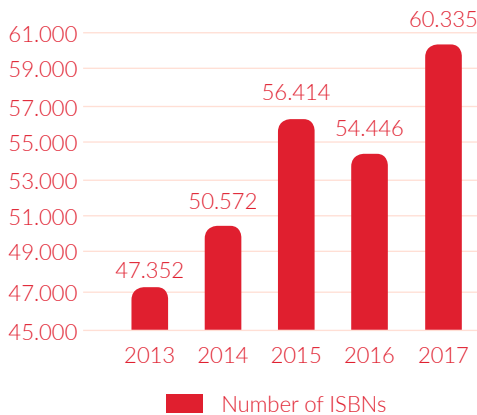
While The Publishing Management Master's Program helps students to gain an academic discipline and view, it aims to achieve this by bringing together Turkish students with many actors in the sector, such as publishers, writers, illustrators, editors, and distributors.

PUBLISHING IN TURKEY: A COMPILATION OF INFORMATION AND GRAPHICS

Edited by Gamze Erentürk

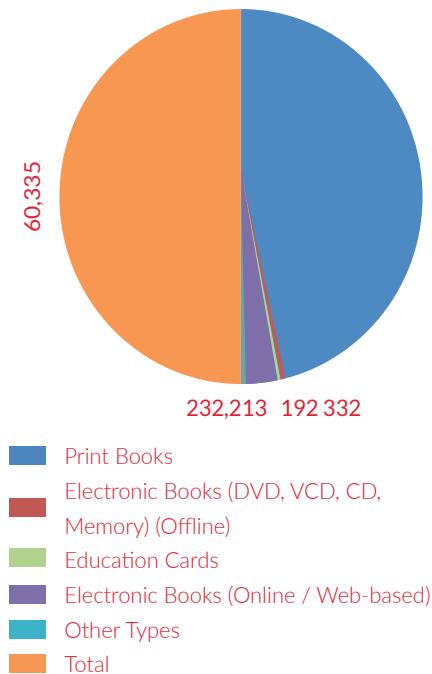
We analyzed Turkey's growing publishing industry in line with figures and graphs.

Number of ISBNs Issued Between 2013 and 2017



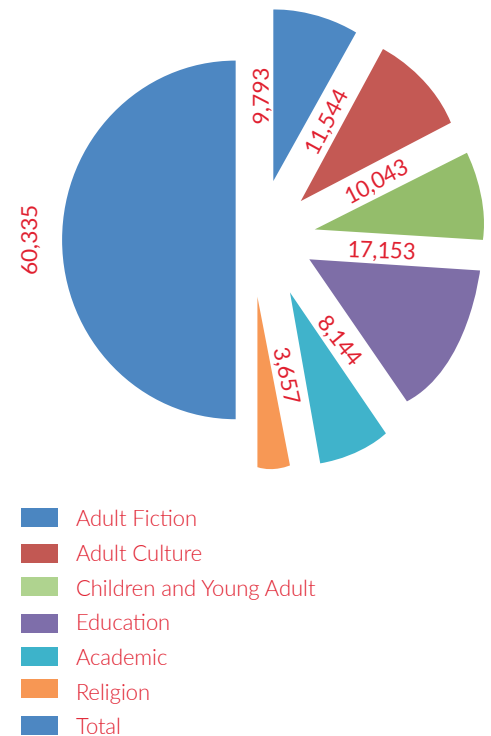
According to data from the Directorate General of Libraries and Publications, a total of 60,335 International Standard Book Numbers (ISBN) were obtained in 2017. A study of previous years' performance shows an increase of 5,889 ISBNs issued compared to 2016. Data for 2017 shows the highest performance over the last 15 years, which is not only striking but also indicates promising development in the sector.

Number of ISBNs Issued in 2017 Based on Material Type



A review of the distribution of 2017 ISBN purchases based on material type shows that print books continue to dominate the market. A total of 57,360 of the 60,335 ISBNs were purchased for print books.

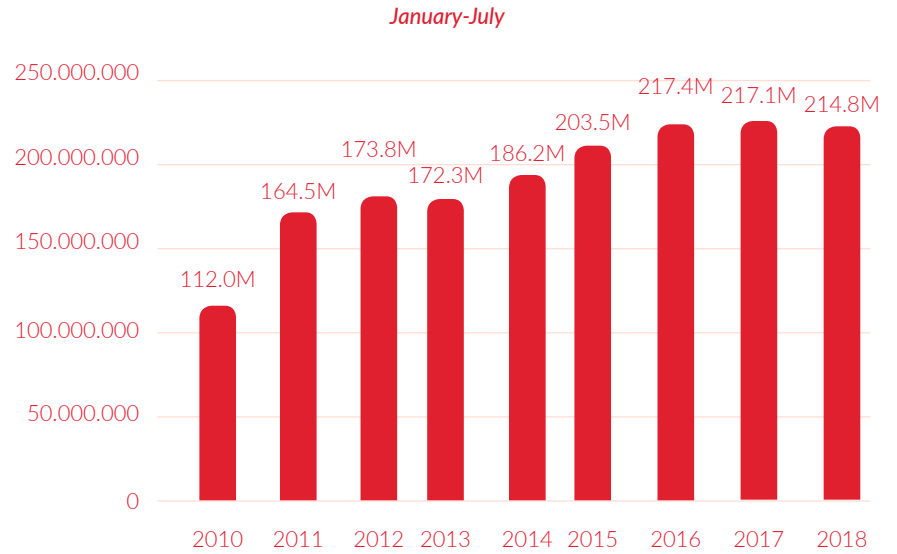
Number of ISBNs Purchased in 2017 Based on Titles



Data on the number of ISBNs purchased in 2017 based on titles shows the majority of books fall under the category of education. Education themed books are followed by arts and culture books with 11,554 ISBNs. In parallel with 24 percent of the population consisting of children aged 0-14 years, children's and youth publishing come in third. Adult fiction is in the fourth position.

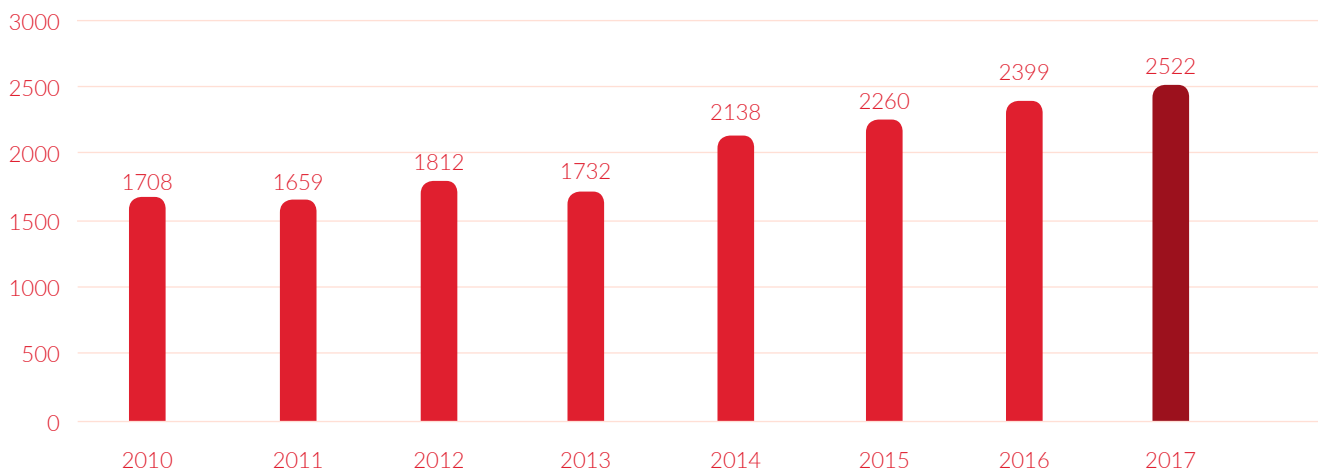
Types Total	June Data
Adult (Research-Study)	3.830.887
Adult Fiction (Literature-Art)	1.720.395
Children-Young Adult	2.319.129
Religion Books	2.071.097
Academic Publications	351.459
Education Books	31.458.552
Imported Books	1.035.067
Total	42.786.586

Looking at the barcod stamps obtained by our publishers in July of 2018 9% were for adult books, 4% for adult literature art books, 5.4% for children's and youth books, 4.8% for books on religion, 0.8% for academic publications, 2.4% for imported books, and 73.5% for books in the area of education.



According to the Federation of Professional Associations of Publishers (YAY-FED), the barcod stamp demand in the first seven months of this year reached 214,856,941, while the demand during the same timeframe in 2017 was 1 percent higher than in 2018. Taking into account the economic and political developments in 2018, the current situation should be considered an achievement in terms of the sector.

Number of New Publishers Registered on the ISBN System
2010-2017
(2017 Data Includes January 1-December 11)



The fact that the number of new publishers registered on the ISBN system peaked in 2017 may be evaluated as data indicating the sector's development. According to library statistics in Turkey, there are 2201,039 library members, 10,443,581 borrowings, and a total of 25,091,232 registered users. Such library statistics are important because they provide data and information about the reading culture in Turkey.

References:

- General Directorate of Libraries and Publications
- Turkish Literature Abroad International Publishing Report
- Federation of Professional Associations of Publishers

TURKISH PRINTING INDUSTRY ON THE RISE

High-quality work produced by Turkey's rapidly developing printing sector is helping the industry gain recognition both nationally and internationally. We asked Ahmet Karademir and Selim Kondu about the printing industry in Turkey.

AHMET KARADEMİR

İMAK OFSET



The Turkish printing industry has witnessed development in every area. It is among the world's most advanced in terms of quality, the variety of works produced, on-time delivery regardless of destination, and price. Although Germany and Japan produce the best printing machines, Turkey is among those countries that use them in the best of ways. Machines endowed with state-of-the-art technology are brought into Turkey as soon as they are produced for immediate use. As Turkey is quick to integrate advanced technology into the industry, we offer services with a vast range of products, including books, magazines, catalogues, calendars, high-end photo albums, special boxes, diaries, luxury notebooks, hardback books, encyclopedias, and school textbooks. The number of Turkish printing houses exporting such products is increasing by the day. As a company, we export 65 percent of our productions to a total of 22 countries, with the vast majority going to the UK, the US, Belgium, France, the Netherlands, Austria, Kazakhstan, Azerbaijan, Russia, Ghana, Cameroon, Nigeria, and Tanzania. Finally, I should further state that regardless of where one is in the world, his books can still be easily prepared and checked online. Following online confirmation, the production process will start and be immediately delivered to one's warehouse.

M. SELİM KONDU

MEGA PRINT



The printing industry in Turkey has reached the capacity necessary to meet all the needs of international publishers. On one hand, it has the capacity to quickly print all kinds of highly circulated textbooks, regardless of type of binding of the books. On the other hand, all other literary books can be printed with various value-increasing methods to serve different countries around the world, primarily in Europe. Another important area of printing consists of art books and facsimile editions, each being an area Turkey's printing industry has made a name for itself through rather unique works. The industry offers services to various museums around the world, collectors, and publishers of coffee table books such as Taschen. Using state-of-the-art LED UV printing machines, we are able to produce high-quality printing on all types of uncoated papers. In terms of book binding, high-quality books are produced in high quantities. We are able to avoid all of the time loss we had in the process of pre-press in past with our new online approval system. We offer a service with Enhanced Colour Separation with our professional team at our facilities. We apply Laser-Engraving at the edges of some of the books we print, which is a very new application in the industry. We offer production of all types of hardback and paperback books on our fully automated systems including the types covered in real leather and new types of paperbacks such as otabind binding.

The printing industry in Turkey has reached the capacity necessary to meet all the needs of international publishers.

THE ALBUM

HAREMEN

MAKKAH AL-MUKARRAMAH AND AL-MADINAH AL-MUNAWWARAH

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