Country Marketing Framework: Public Diplomacy and Turkey Analysis

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Abstract
In the new world system, which has evolved into a multi-polar and multi-civilized state with globalization, it has become very important to consider differences between civilizations in managing this change. The socio-political events that have developed since the beginning of the 1990s have led political actors towards more co-operation with foreigners. All these developments seem to have led to profound changes in classical diplomacy. In this framework, the 'public diplomacy' which was met with the open diplomacy for many years unlike the classical diplomacy but the literature in 1972 constitutes the main debate centered on this work. Public diplomacy today refers to a wide range of communicative interaction, not just governments, but also actors, such as non-governmental organizations, organizations, citizens. In this study, which is based on the branding of the country, public diplomacy was questioned in the context of political information and cultural communication, and points of connection with international and intercultural public relations management were examined. Relational and communicative modalities related to the topic have been analyzed. From all these theoretical findings, the development parameters of public diplomacy in terms of Turkey's image have been examined through descriptive and argumentative analysis techniques.

1. Introduction
At the beginning of the bipolar world system established after the Second World War, in the early 1990s, after the radical exchange of the Soviet Union with the disintegration of the Soviet Socialist Republics, the 'New World System' concept emerged. Zbigniew Brzezinski speaks of the new game theory in the world system in the Great Chess Board. Now the world evolves from a bipolar plane to a unipolar turn. However, the tendency of this structure to define rationality as 'polyclinical' is also encountered today. This approach, of course, should be seen as a dimension of globalization.

Along with globalization, the actors that determine what is happening in the international system and domestic politics are market movements, multinational
corporations and non-state actors. However, the main actors that determine the structure of the international system are great powers.

According to Samuel Huntington, global politics has now evolved into a very polarized and very civilized state. Today, the main theme of the global system is the differences between civilizations. Indeed, with the disintegration of the USSR at the beginning of the 1990s, there have been significant changes in world power balances. The unification of divided Germany after the Second World War entered the western orbit of the Balkan and Eastern European countries resulting from the Soviet axis. Thus the distribution of the Warsaw Pact, the new function of NATO, has turned into a focal point of change.

Especially after September 11, it can be said that the US-led international structure is not unilateral. Countries like the European Union, the Russian Federation, China, India and Japan are all showing the potential to become global leaders. Nevertheless, it seems that today there is a turning point in the way in which international companies form the system of economic relations, which regulates investment, finance and trade flows in the world. This situation accelerates the integration processes that take place at the intergovernmental level, leading to the expansion of different centers and also serves for multipolarity.

Therefore, flexible production from fordist production in the globalizing world is a transformation that evolves from the industrial society to the information society. This versatile conversion process also directly affects the management experience. It seems that the 'governance' approach is beginning to feel more weight in the global structure as a result of this rapid change process, which has been experienced since 1990s. So much so that governance, which is regarded as a form of orientation and control stemming from the interaction of economic, political and social actors in society, is now a key factor in the process of interstate integration. Of course, the governance model also serves to accelerate the neo-liberal economic policies in the international arena. The growing influence of multinational corporations in the world economy undoubtedly has a great share in this development. At the same time, however, factors such as the change in production methods, the gradual expansion of international trade, the advancement of information and communication systems, and the restructuring of capital and financial markets have been shown to have a decisive influence on the expansion of the concept.

Governance targeting a flexible structure, involving non-governmental actors, also points to principles such as democracy, openness, accountability, pluralism, and decision-making in the nearest place in the global system, thanks to the power of orientation that emerges in this way. This suggests that a multi-actor governance system is becoming widespread rather than a centralized administration. It is also a sign that modernist planning is replaced by a more liberal understanding of planning.

Globalization entering the literature through the use of the term ‘global village’ in Marshall McLuhan’s book, The Explosives in Communication (1960), is arguably the best describing this new world order. And it represents an image of a world that is interconnected and disunited, universalized and disjointed, which is an
integral but at the same time disjointed, which evokes an earthly world in which values, ideas and knowledge are diverged, differentiated, subjective and standardized.

In fact, with the strengthening of capitalism since the 16th century, the concentration of global empires in a sense laid the groundwork for globalization. The concept is now expanding its scope with the work of international organizations such as the Organization for Economic Co-operation and Development (OECD) and the International Monetary Fund (IMF). In this context, the penetration of powerful and new actors such as multinational corporations into the political scene, the rapid spread of computer technology in the field of communication and information, and the adoption of reorganization policies in many countries accelerate the process of dissemination. For this reason today’s global society has a democratic political institutional structure that restricts state sovereignty and it also carries the global civil society organization which will influence and contribute to the decision-making processes.

2. Conceptual and Theoretical Materials

2.1. Country Branding as a Concept

Country branding refers to the use of branding and marketing communication techniques to enhance the nation’s image. The concept was first used in 1996 by Simon Anhold as "nation branding". The use of space marking and space marketing concepts emerged as a special field at the beginning of the 1990s.

The brand of country, seen as an abstract value creation similar to the concept of image, means that the techniques of brand building and marketing communication are used to increase the image of nations. Country branding is seen as the highest level goal, with similarities with place branding. (Szondi 2008:5) It is a field of brand creation activity that is used to build, strengthen and sustain a nation’s image in a positive way. It plays an important role in establishing relations and dialogue with foreigners by focusing more on values and culture.

Today, companies and countries "have similar characteristics, while global companies develop national brands to compete in investment, commerce and tourism, while global companies use nation building techniques to create internal cultural dependencies." (Szondi 2009:300)

The similarities between country branding and public diplomacy are described as "image, symbol production, relationship building and massive use of mass communication." (Erzen 2012:112) In fact, although the concepts are related, the main difference between them is that public diplomacy is a broader concept than branding the country.

The branding of an country takes place with three areas. These are brand exports, direct investment in foreign countries and tourism. (Erzen 2012:112) Potter described public diplomacy as the governance of the national mark and identity by the government. (Potter 2009:6) Szondi also stated that while national brands are more intertwined with marketing, public diplomacy is included in international relations and international communication. (Szondi 2008:302)
The main approach for both public diplomacy and country branding is to focus on 'values'. Unlike the classical diploma, which focuses on 'issues', it is regarded as the process of individual and institutional relations and dialectic construction for foreigners. Public diplomacy has also been referred to as brand communications of countries. (Mengü et al. 2012:72) However, whether "public diplomacy, part of the country’s brands or part of the national branding public diplomacy, is the practice in practice, based on the strategic design and dissemination of knowledge." (Zaharna 2010:90)

International companies are considered to be important actors of today's public diplomacy. These companies "products and services are positively affecting the image of their countries, and they are also connected with the international brands of the countries. So much so that the negative emotions perceived from time to time are first shown by boycotting the products of brands belonging to that country. (Erzen 2012:113)

Ulus branding is strategic communication, marketing, promotion of universities, tourism, trade etc in general terms. are considered as one-way information methods of the public diplomacy with regard to the fields covering activities. (Fisher 2009:214) It is said that the brand is built and the reputation is something that is won, the brand is a promise, and the reputation is the end of the promise.

The most important aspect of the brand and branding concept in the global system is that the concept of the brand has become one of the main elements of the relationship between the product or service and the consumer. Consumers are developing a value relationship with the product they use or with the service they receive. In this way they care about placing their products and services in their hearts and minds. Michael Moon and Doug Millison at the beginning of the 2000s, in the book "Ways to Create Brand Loyalty in the Internet Age," the image, satisfaction, promise, lifestyle, economic presence in the traditional definitions of the brand came to the forefront, it was stated that he was kidnapped. It is emphasized that the way of creating 'Fire Marks' today is focused on this relationship. (Moon et al. 2003:30-45)

It is seen that the marking campaigns of the countries carried out by the government-supported and public-private institutions through the multiple communication channels and methods have increased considerably. As a concept, 'country branding' has emerged in the context of using branding and marketing communication techniques to increase the image of nations. Today, the branding of the country has become a very important part of public diplomacy and fine power. So now, contrary to the problematic aspect of classical diplomacy, the branding of the country and its public diplomacy has become a key position in the relationship and dialogue with foreigners for individuals and institutions, focusing on values and culture.

2.2. Public Diplomacy in the Context of Political Information and Cultural Communication

In the face of global developments and changes, it seems that the characteristics of this new era in which the dynasties are located in the center are beginning to
develop under the concept of 'public diplomacy'. In this period, many governments, especially the great powers, are turning to public diplomacy in order to gain the support of foreigners to reach their international goals.

As B. Signitzer (2008) points out, the reasons why global networks connect economies with democratic institutions for market purposes, the convergence of national and international politics, increased participation in foreign politics, the politics of politics, etc., extend the boundaries of international relations beyond national governments. And it continues to change its understanding and practice of modern diplomacy to a significant extent. Concepts such as liberal democracy values spreading to the world, freedom of thought, freedom of expression, freedom of the press also significantly improve the public and its public opinion policies, leading to the public diplomacy activities being shared with the aims such as establishing communication with these kamalars, pursuing political support and pursuing legitimacy.

The 'public diplomacy' was only passed in the literature in 1972. The concept has been met with open diplomacy for many years. Today, not only governments, but also non-governmental organizations, NGOs, citizens and so on. refers to a wide range of communicative interaction involving actors. According to C. Amstrong (2009), public diplomacy in the contemporary sense has evolved from struggle for reason and will, to a concept based on "subtle power" to win the mind and gain hearts, to influence individuals and groups. J. S. Nye (2005) argues that as a consequence of the age of information, technology enters into every field of life and redefines social relations, so power enters a different dimension. He later expanded his views on Soft Power: The Means to Success in World Politics. According to N. Snow (2009), it is necessary to emphasize that public diplomacy is inevitably strongly related. Of course, here, the subtle power of public diplomacy is basically based on abstract and indirect influencing factors such as culture, values, ideology.

In this context, public diplomacy is regarded as one of the most important tools of fine power seen as the basis of democratic politics. So much so that the fine power, which is now also referred to as the ability to identify the agenda of foreigners, can go beyond the area governed by governments. Expressing that the concept of power contains fine elements of power besides military and economic side, Nye also states that by combining these two, a new power category called 'smart power' can be passed. In this perspective, it is emphasized that the tools used for the implementation of public diplomacy as cultural, educational, economic and social, technological, military, religious and international organizations should be more important. G. Szondi (2009) emphasizes that the practices of public diplomacy today must change from the behavior change to the perceptual dimension, from the monologue to the dialogue, from the perseverance to the relationship management, from managing the people to the cooperation concept. In this way, communication management emphasizes the existence.

In general, public diplomacy is regarded as a 'relationship with people' and is seen as a phenomenon where all the actors in the world are co-living and dependent on each other. So much so that the changes in the last half century have created a
world society and economy integrated in social and cultural fields. B. According to Signitzer (2008), the basic assumption in this new structuring is that in the democratic world, people have the power to influence elected governments, institutions and authorities. In this sense, R. Zaharna (2009) states that public diplomacy is a communication issue as well as a political issue. All these facts serve to make two aspects of public diplomacy clear. One is 'political information' and the other is 'cultural communication'. The main purpose of cultural relations there is to create understanding and cooperation within the framework of mutual benefit between national societies.

The close relationship of public diplomacy with communication in this way has created many sub-literatures in the context of international communication. In this context, the public diplomacy has a role to play in the development of cultural diplomacy, cultural relations, subtle power, political communication, perception management, propaganda, intercultural dialogue, cultural dialogue, civilizations dialogue, crisis management, media management, media relations, public relations, communication, strategic influence, psychological operations, data processing, media operations, etc. are used together with concepts.

2.3. New Approaches in Public Diplomacy as a Changing Diplomatic Approach in the World

In the 21st century public diplomacy, socio-cultural objectives were taken in the forefront. Economic gain is seen as a phenomenon that will grow with prestige or prestige. "Today, global corporations and brands are now more and more touched by government representatives in people's lives. It is stated that global companies are trying to create image transfer between mostly produced products or the positive image of the nation state with the name of the company."(Kunczik 2003:68) At the same time, "multinational corporations have the potential to build trust and respect relationships with their employees, customers and communities around the world. And when they do so, it is at the same time reflected in the interests of the companies themselves."(Nye 2005: 105)

The approach of public diplomacy to strengthen the image of an country abroad is a phenomenon both in its theoretical structure and its applications. That is why "national political agenda is an important issue. Especially in the US, many academic groups, especially the US State Department, have been working on resolving the problem of image of the country with foreign countries, which came back together with the 9/11 incident "(Armstrong 2009: 63) And now it is emphasized that the motto of "telling the story of the American story to the world" should be transformed into "the motto of sharing the American values, hopes, dreams, common respect with the world" (Snow 2009: 5). With this emphasis, it is necessary to make a change towards dialogue methods from the monologue methods to be emphasized. For this reason, it is considered that the balance between security and freedoms should be taken into consideration in public diplomacy.
The majority of countries are able to undermine the success of public diplomacy policies considerably, while this balance is often in favor of security. It is stated that the negative air and image created by security-indexed policies in the Bush era changed with Barak Obama, who was elected as President in 2009. It has been believed that Barak Obama best represents, or will make, the principles of freedom, equal opportunity, ethnic diversity, and respect for religious beliefs, not just in America but almost all over the world. (Çoşkun 2012:58)

Within the global communication system, monopoly in public diplomacy is an undisputed important dimension. "Daily and instant events and other unidirectional products (written and visual cultural studies such as news, statements, articles, advertisements, press releases, films, books and poetry, one-way forms of communication) to the international public announcement of one-way message is inevitable to send. The dialogue is based on an understanding of relationships between civilizations and bridges, beginning among individuals." (Cowan et al. 2008:10) Undoubtedly, dialogue is an important communicative form in the conduct of community relations, in the exchange of ideas, in the prevention of conflicts, in resolving existing ones. It is much more possible to create permanent perceptual change through dialogue based on interpersonal communication.

Within the framework of the concept of public diplomacy, primarily the effects of the media on diplomacy are emphasized and six conceptual models are identified. First, secret diplomacy, closed door diplomacy and open diplomacy are mentioned according to the media and public opinion of diplomatic negotiations. Later, three models were identified by using the media as an important foreign policy tool. It is emphasized that the public diplomatics, which are related to these, aim to influence public opinion in foreign societies by using government or other non-governmental actors, media and other means of communication. The second, the media diploma, emphasized the need for the official units to try to provide conflict solutions using media. Finally, in media-mediated diplomacy, journalists are said to be acting as diplomats or officials in international negotiations. (Gunaratne 2005:760)

While the mass media are mainly used to directly influence public opinion, "cultural channels are primarily concerned with the cuts that are relevant. While current issues are focused on mass communication, cultural channels are more concerned with the construction of long-running perceptions. According to Neuman, media and new technology can affect the agenda but can not dictate the results." (Demir 2012:6)

Michael McClellan defines public diplomacy as "strategic programs that a state or government implements in order to create internal and external public opinion for its own benefit” (Coskun 2012: 52). It is a reality that the practice of public diplomacy has made governments’ foreign policy more transparent and less confidential. While classical public diplomacy is "limited to the field of foreign policy, today’s understanding has economic implications and supports it." (Szondi 2009:304)
It also emphasized the opportunity to engage with organizations, trade chambers, journalists and local business leaders to create a circle of influence, offering local opportunities in both language and expertise, as well as opportunities in America and overseas. These proposals include the establishment of relations based on trust and respect with other cultures, short visits on foreign countries by delegates composed of academicians, businessmen and experts in the field, support of domestic and foreign businessmen and employees' travels abroad, sponsorship of brief international activities of American businessmen, the arrangement of diploma summits, and financial support for American education and cultural exchange programs. (Demir 2012:5)

According to Nye (2004), thin power provides indirect effect in creating appropriate environments for policies, but it takes many years to get desired results. In this context, it is necessary to recognize the importance of public diplomacy in state administration under the current global trends. For long-term gains, it is important that public diplomacy can be reached without wasting time in the belief that it will develop national interests. In this context, the key findings of the The Foreign Policy Center in the UK, which should be emphasized in public diplomacy, are as follows: (Leonard et al. 2002:7)

- Governments are not interested in the perceived story of their country abroad. The way to connect with the target groups in foreign countries is to work with foreign media and reporters rather than embassies.
- Governments need to change their tone of public diplomacy toward more of a relationship than the understanding of victory in discussions. Today, citizens are more susceptible to the behavior of governments than they did before. Therefore, public diplomacy institutions should develop policies to create more interaction, long-term relationship and understanding with the target groups rather than trying to send one-sided messages.
- The direct involvement of governments in public diplomacy activities is sometimes counterproductive. Working with non-governmental organizations, diasporas, lobbies, brands, companies and political parties instead of government spokesmen offers more opportunities to build confidence and reach their goals.
- Foreign and public diplomacy institutions are required to make preparations on the necessary budgeting and human resource issues, so that they are prepared for possible crisis situations.
- All countries need to know and manage their own appearance in foreign countries.
- Public diplomacy should focus on achieving and building relationships rather than understanding others easily.

It is clear that nowadays, public diplomacy has become an activity area that takes place in civil society rather than governments. In addition to the cooperation between the government and the private sector, every citizen, regardless of their status, becomes part of public diplomacy and can support this struggle. From the idea that ordinary citizens regard themselves as 'citizen / citizen diplomat',
everyone is considered as citizen diplomats of all countries, from a student studying abroad to a university student, a concert artist, an investing business man.

According to Nye, the best communicators are often civilians, not governments (Nye 2004: 142). Citizen diplomacy, written as 'Citizen Diplomacy', is used to mean that every citizen should be an unofficial embassy abroad with the understanding that he is responsible for foreign politics.

2.4. Relational and Communicative Models of Public Diplomacy

Research is being conducted on the link between these two fields for the field of public diplomacy and communication that evolves in line with the needs of contemporary nation states and technology. In order to determine the appearance of international communication, it has been suggested that public diplomacy has four different dimensions: state, purpose, power and time. The primary concern is to express the conditions and situations (war-peace) in which communication occurs, while the communication purpose focuses on unidirectionality or duality. Power expressed the desire to achieve the desired goals, while time in the final dimension indicated the time and length of communication. (Szondi 2009: 8)

It is emphasized today that the practice of public diplomacy in many countries still reflects the characteristics of classical public diplomacy. At the same time, it is stated that "the concept has changed from the behavior change to the perception dimension, from the monologue to the dialogue, from the perseverance to the relationship management, from the management of the people to the cooperation concept". (Szondi 2009:10)

Another model developed by Mark Leonard and his colleagues focuses on three dimensions of public diplomacy. While emphasizing the political-military, economic and socio-cultural objectives of the public diplomacy, the reactive (short), proactive (medium term) and relationship (long term) dimensions of public diplomacy are addressed. These dimensions are called the dimensions of news management, strategic communication and building relationships. (Leonard 2000:10)

The model represents the moment-to-moment change from a process involving urgent answers that can be given to crisis-generating communications to a process involving long-term relationships by subjecting messages and relationships to a strategic plan. It is stated that the implementation of each dimension is a different time schedule, while reactive news can be carried out within hours and days, proactive communication and perceptions within weeks and months, and relations within years. The three components of public diplomacy are listed as follows; (Leonard 2000:11)

- Since communication in public diplomacy is continuous, not only its own citizens but also the foreign public are informed about the domestic and foreign policy of the country and the underlying reasons for it.
- The international prestige of the countries that are carrying out the strategic communication processes correctly and supporting the foreign public are developing positively.
• Public diplomacy enables the creation of long-lasting relationships using a variety of opportunities, such as international conferences, media organizations, student exchange programs, defined as daily or daily communications of civilians.

So much so that it is "a field of professional public relations" which is basically a public diplomacy that is carried out in the interest of the country and which is essentially in the form of "effective cultural sharing and transfer", which is seen as an effective means to consolidate or affirm public opinion. (İnan 2012:66)

Jonh Robert Kelley examined public categorization activities in three categories: informing, influencing, and involving. In this context, "when information is being managed and distributed for short-lived events and crises during the information phase, engagement involves long-term campaigns aimed at changing attitudes towards the target population, engagement involves building relationships between groups, organizations or nations, round-the-clock trust, mutual understanding, and so on." (Kelley 2009:73)

Cowan and Arsenault, From the Monologue to the Dialogue, Dialogue Collaboration: Three Layers of Public Diplomacy, they stated that in a public diplomatic mentality, monologue forms are a shift towards dialogue forms, while a third dimension, co-operation, is often overlooked. (Cowan et al. 2008)

In the development of public diplomacy policies and theories, it is emphasized that when monologue and dialogue-based communication are applied in the right conditions, they develop foreign policy, international understanding, respect and relationships. It has been stated that cooperation as a method of public diplomacy will lead to the development of common visions and the completion of physical projects together as well as the establishment of a long-term relationship and understanding by bringing together participants from different nations around short or long-term joint projects to solve common problems and conflicts. (Cowan et al. 2008)

Zaharna classified public diplomacy activities into two communication models as informational and relational models. They described it as "an informational model involving information, propaganda and perception management that realizes the design and distribution of messages to achieve political goals and as a relational model for building social structures to achieve political goals". (Zaharna 2010:86)

In the first model of Zaharna, the goal is to communicate information unilaterally to the other side whereas the second model is to provide mutual trust based cooperation. First, a linear communication based on the transfer of information; a communication where information is collected to improve policies, interests, images, or attempts to achieve unilateral goals. Secondly, there is a bilateral and balanced relation according to the first. (Zaharna 2010:88) According to Zaharna, "the informational model of public diplomacy consists of propaganda, nation branding, media relations, international publishing and information campaigns; the relational model includes cultural and educational exchange programs, leading tours, activities of cultural and language institutions, development assistance projects, partnership practices, relationship building campaigns, non-political cooperation activities, catalyst diplomacy activities." (Zaharna 2010:92)
Gilboa has developed three different public diplomacy models. If you need to turn it one by one; In the first period, which he described as 'Cold War Model', public diplomacy activities were implemented by opposition governments in order to obtain long-term results on foreign communities. The second model, 'Non-State Transnational Period', was developed to examine the activities of groups, institutions, non-governmental organizations and individuals outside the national borders. In the third model, referred to as the 'Internal Relations Model', governments, public relations companies and lobbies worked together to ensure the legitimacy of their policies. (Gilboa 2000:59)

Developing the Cultural Communication Model, Peisert has examined this model in four sub-models, since cultural communication is seen as the most important part of the public diploma. To explain in turn; (Yıldırım 2005:19)

The first model, the 'exchange and cooperation phase', calls for both sides to come together to solve scientific, social and cultural problems, where mutual entities have equal rights. As a second model, 'one-way transfer of culture abroad' has been mentioned as activities carried out on the basis of exchange and cooperation such as academicians, visiting programs or research projects on the international level. It has been stated that the activities of centers related to foreign politics are covered because of the imbalance that one culture has in the one-way transfer abroad. Here it is essential to persuade instead of mutual exchange. The expansion of language schools abroad is an example of this. The third model 'information model' describes the process of creating understanding and sympathy for a country abroad. In the fourth model 'self-portrayal approach', it is emphasized that a specific picture of an international country is drawn consciously. Planning and coordination is carried out according to the paintings in which central organizations are desired to be established.

Nye, who studied public diplomacy in three dimensions, also revealed the relation of the concept to communication. The first of these is the "daily communication" that includes internal and external politics, including press relations. It is at this dimension that governments are informed about press relations, internal and foreign policy issues. The second dimension is strategic communication. The activities that the governments carried out during the campaign period, the planning of the foreign policies of the states and the formation of their messages are the most striking features of this period. Their planning is important to reach the right target group with the right channels. The third dimension constitutes long-term relationships involving individual relations. They are not on the agenda of scholarships, exchanges, trainings, seminars, conferences and the media. All these dimensions play an important role in creating an affirmative and attractive image of a country and in achieving the outcomes of foreign policy that it wants to achieve." (Nye 2005:107)

Mitchell has divided cultural communication into cultural diplomacy and cultural relations. "Cultural diplomacy is expressed as formal cultural agreements for the
transfer of images determined to facilitate diplomatic activities abroad, while cultural relations are expressed as the application of these agreements and cultural communication. It is a process that is based on mutual understanding and cooperation rather than an intuitive unilateral understanding of cultural relations. According to Mitchell, it is a beautiful picture given to the other side, but a correct picture of the country must be transmitted. The author expressed that all problems and weak spots should not be revealed with this." (Signitzer 2006:440)

Deibel and Roberts suggested that there are two schools of public diplomacy: tough-minded school and tender-minded school. "The rigidly approached school has used television and radio as the fast media for foreigners as a means of persuasion and propaganda while the flexible approach school has expressed the academic and cultural changes characterized as slow media as the cultural functions of public diplomacy." (Signitzer 1992:140) According to this;

The solid approach is to create an impact on the attitudes of foreign audiences using the persuasion and propaganda of public diplomacy. Tough political knowledge is considered to be more important than cultural programs. Rapid media such as radio, television, newspapers and magazines are given priority over other forms of communication. Objectivity and real virtue are not considered to be important means of providing consent, not because it is virtuous. The goal of public diplomacy is to be reached in a short time. In the flexible approach, information and cultural programs are an alternative to the foreign policy understanding that is focused on today's national interests. The flexible approach is aimed at creating an environment of mutual understanding. Public diplomacy is viewed as a cultural function, as opposed to rigid political information transmission. This approach to the slow media is open to the possibility of communicating messages about lifestyles, political and economic systems, artistic achievements through films, exhibitions, language teaching, academic and artistic exchanges. Truth and honesty are considered to be more necessary and essential than a convincing act. (Signitzer 1992:140)

Nelson and Izadi pointed out that the theoretical perspective of the two-way symmetric model of relations with the public could provide an example in providing ethical practices on the subject of public diplomacy in the article Ethical and Social Issues in Public Diplomacy. It is stated that public relations scholars can provide their long-term relations with the stakeholders by means of two-way communication strategies based on symmetrical communication, and it will be a valid structure for ethical public diplomacy. The symmetrical aims of the relations with the professional public are said to strengthen the ethical legitimacy of the public diplomacy and the understanding of the two-way symmetrical public relations will be the essence of the new public diplomacy. (Nelson et al. 2009:340-2)

In general, when the above public diplomacy approaches are examined, it appears that two basic models have emerged. These are relational models that build on the relationship and understanding with one-way models based on information and information. These approaches, which generally reflect the old and new public
diplomacy, are also important in terms of revealing the connection of the concept to the relations of the people. In this context, the new concept of public diplomacy has features that develop around communication and relationship facts and require a two-way communication with the public. As a requirement of the new public diplomacy, public diplomacy and public relations are now using similar methods and tools for similar purposes.

2.5. International Public Relations or Intercultural Public Relations Administration

Relations with international peoples refer to "planned and organized efforts that have been developed by a company, institution or government to establish mutual-based relationships within other nations" (Ref. Yıldırım 2006: 57)

The mutual benefit in the definition of relations with many peoples seems to have been emphasized in the field of relations with the international community. As can be seen, the only thing that differs from the definitions of general public relations in this developed definition is that the people or institutions that are engaged in public relations are the target mass of the institution, ie the people, institutions or communities of the public in other nations. Gruning defines the international public as a more general approach: 'a broad perspective that will enable public relations experts to work in many countries, or work in cooperation'. When relations with the international people are defined in this way, nation states as well as multinational corporations are involved with international peoples (Signitzer and Coombs 1992: 137). Kunzzik (2003: 400) argues that public relations for nation states " means that the purposeful information is spread in a planned and continuous manner."

"Of course, there are propagandists of the people who are associated with the people who have the power to generate integrity and the people who have the power to be the distributors of the symbols that can help build the government." (...) In international tensions and conflicts, the government urges the government to take decisions that can not win public relations, the state becomes a part of a wider propaganda struggle, exploring the ways of providing it "(McNair Actuary 2006: 58)

At this point, it will be useful to focus on critiques directed at symmetrical models, which are suggested as the ideal model for the efforts of the public on the international platform. J. Gruning and L. Gruning (2005) conclude that the symmetric model is primarily a normative theory, since they have not found so many examples of the practice of sympathetic peoples' involvement in their extensive work on public relations practices in organizations. Gruning advocates the primary role in relation to the peoples as 'negotiation, cooperation and mediation'.(L'Etang 2002:73) Gruning goes further and suggests that "the 'two way symmetric model is based on negotiation and reconciliation in relation to the people'. And he clearly defines this as a very important element of his approach. (...) Symmetry is presented as an organizational goal that results in perfect and more effective, peaceful coexistence."(Yıldırım 2006:60)
According to Gruning (2001: 14-6), the symmetric model can not always be successful, and there are some institutional barriers, historical and ideological obstacles, disproportionate power, social dynamics, differences in risk perception, technical complexity, political and institutional cultures there are limitations. The critiques directed at Gruning by L'Etang (2002) are predominantly related to the fact that the participants in the process of peer relations are not equal. "On the same grounds, there is a US and European centrally determined determinant of international relations and political communication activities on the world, and the observation of power balances in favor of these Western countries can be shown as proof that the symmetrical model can not go beyond a utopian design." (Yıldırım 2006:62)

According to L'Etang (2002), "One of the key arguments of the work of Signitzer and Coombs is that the main focus of the texts on ‘international public relations’ is based entirely on the problems that arise in multinational organizations communicating with international public opinion. Another approach developed on this issue is that the revolution in communication and technology allows the nation states to be seen just like activist groups. With technology facilitating communication and broader publicity despite national borders, diplomacy and public relations have expanded." (Yıldırım 2006:62)

All of the concepts related to communication are related to factors such as "communication infrastructure (political system, level of economic development, level of activism) legal system and media system". The increasingly internationalized nature of the capital, the hegemonic relationship between nation states, the increasing number of people, the shifting character of the phenomenon of immigration, and the complexity of communication technologies, forces the public’s experts to culturally communicate with the different communities." (Yıldırım 2006:63)

2.6. Relationship Oriented Approaches in Effective Process Management

Personal Impact Model by Sriramash

A reference to international peoples means a relationship with the intercultural peoples. For this reason, the importance of working in relation to the international community, such as culture, activism (the level of society’s level of activity) and the media, is emphasized.

Sriramesh, Kim and Takasaki (1999) examined the relationship between the peoples of India, Japan and South Korea in three Asian countries using the 'top research' structure of Gruning et al. (Yıldırım 2006:63)

Although there is no formal training process on how to develop the 'top research' structure in relation to the public, it is stated that every communication researcher has to resort to these 'top research' structures. Two types of 'top research' structure are defined. According to Rogers (1985), in the first type of upper study, we are going to rely on comparative re-analysis of quantitative data to generate more general results than to collect and analyze data from the original and first hand. What Rogers refers to as the second type of top research structure is the sum
of the first-hand findings that researchers have collected with qualitative methods. (Yıldırım 2006:63-4)

Sriramesh et al. in 1999, they conducted an analysis comparing their findings from qualitative and quantitative surveys previously conducted independently in India, South Korea and Japan. The concept of culture is dominant in research. Primarily, efforts have been made to define the concept. And in these three countries the cultures have been tried to determine the effects on the activities of the peoples associations. Later, an investigation was carried out on J. E. Gruning’s model of relations with the people.

According to the research results, "in all three countries, the press agency/announcement model is the most frequently used model. The public relations experts in South Korea want to implement the two-way public relations models. However, they still apply the public information model with the press agency/announcement model. In addition, in these three countries, the 'personal impact model' is used in addition to these two models in which most of the activities related to the public are carried out. Public Relations specialists are in a position to communicate with those in the ruling decision-making positions, media relations executives and tax officers on a certain level in order to develop solutions for the organizations they work with. In these three cultures, public relations specialists communicate with important stakeholders to determine the cultural codes of eating and drinking, giving gifts, and so on. mediators." (Yıldırım 2006:64)

The 'personal impact model' developed by Sriramesh has also expanded the model of four peoples' relations, which Gruning and Hunt have developed earlier, consisting of public information, two-way symmetric model and two-way asymmetric model. This fifth model of peoples' relations defines peoples' associations as "those who try to establish good relations with external peoples in order to limit government regulation, gain government approval, and ensure that it positively takes place at the beginning of the establishment. Thus, public relations experts are found in 'personal impact relations'. Indeed, Sriramesh states that in many of the developing countries, the masses of organizations focus on the attitudes of journalists and government officials, ignoring the attitudes of the authorities. The personal impact model is 'the most common communication technique' in many countries." (Yıldırım 2006, Ref. from Taylor :64)

The experts of this international model of public relations are defined as those who develop good relations with external peoples to limit government regulation, provide government approval, and make it positively positive. In many developing countries, organizations are exposed to limitations through the attitude and actions of the public. In these countries, public relations experts focus on journalists and bureaucrats as key public servants.

2.7. Cultural Interpretative Model According to Lyra

The cultural interpretation model was developed over the example of Greece. Lyra, Public Relations in Greece:

Model, Roles and Gender (1991) in his master thesis study, "multinational organizations have demonstrated that they benefit from local specialists to bring
cultural sensitivity to communication efforts in the countries in which they operate.” (Yıldırım 2006, Ref. from Sriramesh et al. :65)

The cultural interpretative model is "used by organizations that operate in another country and need new people to learn the language, culture, traditions and political system of the host country. These two new models reflect 'relationship-oriented' approaches to the public. Together with the four models that Gruning has developed, these two new models serve to explain their practice in relation to dynamic populations in many countries.” (Ref.Yıldırım 2006:65)

According to Yıldırım (2006), factors such as the cultural structure and social classes in a country, the nature of personal relations, media structure and credibility, the level of economic development of the country, the stages of nation construction, the level of commitment and harmony of individuals and the existence of elite strata created by colonialism the level of its emergence and reach directly.

Regarding the purposes of public relations activities, it is seen that in developing countries, the government can not think independently of nation building programs and communication campaigns across the country, while "activities of people in the US and European countries focus on communication with strategic campaments around the organizations in the private sector. In short, one-way programs are being designed to create a short-term behavioral change, while at the outset a relationship building process is targeted.”(Yıldırım 2005:180)

It is clear that the practices related to the international community have been brought to many countries by large organizations. These organizations have largely used public relations as a means of 'consent engineering'. And they also approached it as an element to help with advertising and marketing. It is indisputable that there is a need for the renewal of relations with the international community parallel to all these developments. It is essential that international relations and communication management experts act more consciously on the cultural and value systems of foreign countries, on the political and legal structures, on the philosophy and application dimensions of their economic systems.

3. Research Method and Findings

3.1. The Development Paradigm of Public Diplomacy in Terms of Turkey's Image

This work focuses on the historical development of Turkey in public diplomacy. The analysis of the value of the Turkish nation, which has the ability to form a state in the historical sense, in terms of the image of the country brought by history has been determined as the main objective. In order to reach this aim, descriptive and argumentative analysis techniques have been utilized. In this way, through the qualitative method, the Turkish public diplomacy was searched from the historical roots.

The roots of Turkey's foreign policy understanding extend "historically to the Ottoman period and, of course, to the founding years of the Republic. In order to
understand and explain the Turkish foreign policy, this historical experience and studying the daily impacts together constitute the basis of the perception of continuity in the state." (Gözen 2012:117)

Thus, "the most important advantage of Turkish public diplomacy is; the fact that the states established by Turkish people in the past have to take place in a wide geographical area extending from Asia to Europe and have many relatives and relatives living under the roof of different states, leaving unforgettable traces and memories of the historical and cultural works there." (Devran 2012:143)

The Ottoman State, "one of the greatest empires of history, continued its existence for 600 years and today ruled about 35 independent states under its rule. Hence, Ottoman diplomatic history is also regarded as history of these countries at the same time." (Yurdusev 2010:47)

In today's attitudes towards Turkey, it is seen that there is a positive or negative Ottoman perception in all these states and peoples. In these geographical areas, the Ottoman traces still remain in their social and political climates. In this framework, it can be said that present and potential public diplomacy resources in Turkey are also based on the capital of this period to a considerable extent. However, it can be stated that many of the prejudices concerning Turkey are related to the events and information based on this revolution.

Therefore, with the policy of spreading which started in the era of Turks, Seljuks and Ottomans, it is possible to have a common history, kinship, culture, values etc. with the societies living in Asia, Middle East, North Africa and Europe geographically. Since the Ottoman State bases its power on its superior military presence, bureaucratic relations with other states have also been shaped by military power for a long time. The Ottoman State used the 'ad hoc' diplomacy, in which the war was seen as a diplomatic method and was considered as an extension of the war diplomacy. (Kodaman et al. 2010:82)

According to Tuncer, "15. and in the 16th century the vast majority of European states went through continuous diplomacy, and the Ottoman State continued to apply Adhoc diplomacy until the 18th century." (Tuncer 2005:44)

One of the reasons for this is that "being represented in the European countries, which he calls Dar-ul-Harb and which he sees as powerless", (Yinanç 2008:23), and the other is "having diplomatic permanent representatives because of trade with Asia rather than Europe, such a relationship is unnecessary because of the lack of commercial control." (Gönlübol 2000:114)

Until the beginning of the 18th century a "one-sided diplomacy method based on gentleness and superiority" was applied, such as the resolution of border disputes, the dissolution of the throne, the announcement of conquests, the decree of fence decree on the appointment of the prince and the nobility, and the dictation of peace and treaties. (Yinanç 2008:23)

The first permanent embassy in Istanbul was opened by Venetians during the reign of Sultan Mehmet the Conqueror. The main purpose of your embassy was to carry out the legal affairs of the Venetian community living in Istanbul. The second embassy was the French embassy during the reign of Süleyman the Magnificent.
Trade privileges granted to France and commercial relations started to be carried out through these embassies. The third embassy opened for similar commercial purposes in 1583 was the British consulate. These were the Dutch embassy (1612), the Russian embassy (1700). In the various commercial centers of the empire, from the homeland of Central Asia to the middle of Europe, they developed relations with societies living in these geographies through administrative, economic, cultural and social relations, especially conquest movements, trade.”(Devran 2012:128)

With the 18th century, “it began to realize that the weakening state power diploma emerged as a necessity. The development of formal diplomatic relations with foreign states through increased threats from Europe "(Kodaman et al., 2010: 82) and“ the transition to permanent diplomacy has emerged as a necessity, while the period of stagnation, starting with elements such as the transformation and centralization of the soil system. During the Grand Vizier of Nevşehirli Damat İbrahim Pasha (1718-1730), Mehmet Çelebi was sent to France as the ambassador to follow the developments in Europe. In the same period, consuls have been sent to Vienna. "(Tuncer 1997: 47) It seems that diplomacy has thus begun to be perceived as one of the measures taken to ensure state security.

Until the end of this century, although foreign states had representations in Istanbul, "the first time in the Ottoman Empire in 1793. During the III. Selim period, Yusuf Agah Efendi was sent to England as a diplomat. The Ottoman diplomats kept their observations in the countries where they were going and the impressions they received in the reports they gave the name ‘Sefaretname’."(Tuncer 1997:30)

In the process leading to World War I, the Ottoman Empire carried out reforms in the social and political spheres, while in foreign relations it also established alliances with regional powers to ensure that the state survived. "During the election of diplomatic and diplomatic activists, great care has been taken to ensure that the prisoners are honorable, honorable and speak foreign languages. Due to the weakening of the state, the political experience of the ambassadors led to the dependence on the Greek and Armenian guides in the relations they established in the countries they were in because of their lack of knowledge and foreign languages. This has adversely affected the success of the Ottoman last-century diplomatic institution."(Tuncer 2005:56)

It has been noted that Turkish foreign policy has traditionally been built around the goals of "securing the country’s security, protecting the interests of the people, establishing external sources for development and prosperity, acquiring friends and allies, achieving good relations with all countries, and contributing to international peace, stability, security and refinace. With the establishment of the Republic, the first representatives of the TBMM government were established in Baku, Rome, Tbilisi and Moscow to establish relations with both the newly established state and foreign countries. In Ankara, the first diplomatic representations before the Turkish Grand National Assembly started to open in 1920’s. Soviet Union, Georgia, Afghanistan, Azerbaijan, Bulgaria and France representatives were appointed. “(İskit 2007:354)
Regarding the continuity in the political arena, it will be seen that "many issues have been passed down to the Republican period. Mosul, Sanjak and Cyprus issues are the main political issues that are transferred to Turkey. Similarities have been observed in policy making or policy making attitudes. As a result, Turkish diplomacy has always been insecure about multilateral mechanisms, international arbitration institutions, conferences. He has tried to solve the problems through bilateral negotiations and wants to maintain relations in this way. The situation is the same in the Ottoman State; this is the effect of the state's loss of land, usually in multilateral mechanisms." (Yurdusev 2010:53)

Turkey has been the backbone of its foreign policy of taking part in NATO and Western institutions. At the source of this, Atatürk's Westernization policy is expressed. With the Republican era, it has become a modern national understanding that determines the elements of foreign policy. Accordingly, "the main objective of the Turkish foreign policy is expressed as the continuation of the welfare, happiness and existence of the Turkish Nation and the state and the provision of Turkey based on its own strength." (Yinanç 2008:31)

With the Republic, it has been saying 'peace in the world, peace in the world' which directs Turkish foreign policy. In this way, it has been declared that the main objective of the foreign policy of the Republic of Turkey is to maintain a peaceful policy both inside and outside. The development of bilateral relations and the development of multilateral economic and political relations were also included in the main objectives of Turkish foreign affairs in accordance with the international cooperation and organization efforts that became common during the 1930s and 1950s."(Erzen 2012: 44) Turkey's internal restructuring and reform period. At the same time, it was described as a period of accepting its existence in the international system.

The first national agency of Republican Turkey was founded by Mustafa Kemal Atatürk in the name of Anadolu Agency on 6 April 1920. The official character of the agency was changed in 1925 and it became a joint-stock company. It can be argued that this agency was set up for similar purposes with the Committee on Public Information established by the United States during World War I. One of the main tools of Turkey's communication with the world not only in its era but also in later periods, the Agency has been at the forefront of Turkish news sources of international news agencies in diplomacy and foreign policy issues."(Yavaşgel 2012:2)

As the most important of the diplomatic communication diplomas established by the Republic, the Anatolian Agency, with the years of 1920 and the Republican Period, fulfilled both the right of the War of Independence and later a function that facilitated the relations of the new state to the world and its diplomatic processes. (http://www.aa.com.tr/2012)

In the direction of the peace paradigm that Turkey has set as its main foreign policy target, He tried to follow an impartial policy, including World War II. However, when the general neutrality policy he has been pursuing since 1923 has come to the 1950s, he has defeated the Western alliance and has been targeted to join the NATO membership (1951) and other organizations of the western alliance.
These relations are not limited to only Britain and France. Especially II. It has also been tried to develop relations with the United States, which emerged as a new world power through World War II and inherited the remains of England.

The first direct relationship between Turkey and the United States was in the years 1950-1960 when the seeds of the Cold War were thrown by US President Truman in order to prevent possible Soviet expansionism and to fight against external repression and insurgency in America. These years have been a period of turbulent social and political turmoil in Turkey. The Democratic Party, which won elections in 1946 with the discourse of democracy and freedom in 1950, accelerated the development of economic and political relations with the West for the integration of Turkey with the liberal system. Although Turkey tried to establish good relations with the Soviet Union from time to time in this process which is considered to be the beginning of our multi-party political life by applying the secret ballot-count democratic principle in the elections, the external conflicts in general have been interrupted by the coup in 27 May 1960.

Similar developments, which occurred almost every decade after 1960, cut the development of Turkey in both domestic and international public opinion, had a blow to the reform movement and slowed external relations. In addition, the terror problem, which unfortunately marks Turkey's last 40 years, has adversely affected Turkey's external image. Frequent military interventions have led to the mention of the country as a developing world in general, since it has brought economic, social and political development to the country.

Politically, these developments are seen in the Ministry of Foreign Affairs of Turkey, "the need to promote foreign policy support seems to have first started to feel itself in the 1950s. It is understood, however, that foreign policy has been applied as a 'taboo' in this period, as the precedence is that the communication from the state to the state is carried out only through diplomatic channels, that is, from formal ways, and when necessary the publicly illuminating explanations are also made by the foreign affairs."(Yavaşgel 2012:25) But now it is a fact that the developments in the world have emerged as a necessity from the preference of countries to establish relations with each other and promote themselves on the international scene with the increase of opportunities in the field of communication.

With the passage of Turkey's pluralistic democracy in the 1950s, the press relations of the Ministry of Foreign Affairs have been carried out bilaterally or multilaterally. II. After World War II, multilateral diplomacy has widened, and in recent years bilateral diplomacy has gained more importance. "While multilateral diplomacy is generally open to the public, balance elements and boundaries are bilateral in diplomacy. In multilateral diplomacy, the elements of balance are expressed differently and broadly. The multilateral diplomacy has been divided into three groups: the Eastern Bloc (now disbanded) formed by socialist countries, the Western Group, a group of democratic countries, and the group of developing countries. Turkey has been trying to be in the Western Group from the beginning, as the developing countries are divided into two groups: the 77 's in the economic sense and the' Non - aligned 'in the political sense."(Yavaşgel 2012:7)
The features listed above are also the characteristics of what Turkey wants to create at the same time. The perception of communication as a necessity for states is increasing in parallel with the need and desire to interact with the international system, especially the neighbors of the states. In 21st Century Turkey, collaborations that provide integration to the world everywhere are important. Therefore, on the basis of these aims, efforts are being made to accelerate the development of public diplomacy in Turkey, which is the work of institutionalization in this field and the international communication of the countries.

While the change observed by the public diplomacy in the process from the establishment of the Republic to the 2000s was evaluated, it seems that Turkey moved with official diplomacy rather than public diplomacy in the process starting after World War I, in the context of the placement of Republic values.

The status of the public diplomacy is, in general, "an important part or stakeholder of the foreign policies of the countries when the international relations take place in the universe. Therefore, the characteristics and the course of Turkish foreign policy gain importance for the examination and evaluation of Turkey’s public diplomatic efforts and policies. For this reason, while examining the historical development of the Turkish public diplomacy, it is necessary to consider foreign policy objectives, political problems and developments in the international arena." (Erzen 2012:44)

So much so that the factors that constitute a foreign policy of a state, in other words, are also very diverse. These can be examined in two groups as "unchanging and changing factors. At the beginning of the unchanging factors are the 'homeland'; another influential 'neighbors'. Relations with neighbors that are not indispensable because they do not have the right to vote constitute one of the main starting points of the recent Turkish Foreign Policy. Relations with neighbors constitute one of the most important problem sources of Turkey since the Ottoman Empire. In addition, other major factors shaping foreign policy are history, culture, language, religion and ethnic closeness. It should be stated that these are elements that can not be ignored in determining the foreign political goals of states." (Yavaşgel 2012:7)

While 1990 was seen as “a milestone for a new era in which the new phase of the phenomenon of globalization was beginning to take shape, the ups and downs have come up with different views on how the next decades will follow. The ambiguity about how to leave the background of the global structure left behind has risen up against the countries and governments as a big question mark, while the chaotic environment created by the bipolar world order has risen." (Davutoğlu 2010:34)

Such that, "while this low-level chaos environment leads to high security concerns for countries, it also presents new opportunities for regional and global actors due to regional power gaps and changes. As the Relative Cold War ended, new problems emerged in this new period, new problems emerged. The instability, wars, destabilization of the Middle East, and the power gaps in the Caucasus, especially in the Balkans, have forced Turkey to take a new position." (Sander 2004:959)
In this new period, "Turkey's uncertainties in the current state of affairs, the inability of the country to adequately perform the expected economic and industrial breakthroughs, the democratic processes that ended in military coups and the inability to establish a healthy political order led Turkey to be unprepared for the development of the 1990s. However, the endeavors of the Cold War and the post-1980 Turgut Ozal period, openness to the neoliberal system, and activism that started in foreign politics have been recognized as important steps for Turkey in the new era. This period also marks the beginning of an effective and effective transition of Turkish diplomacy."(Erzen 2012:20)

During the Cold War, Turkey, "which strived to take part in the liberal West ranks, attempted to relate to these peoples with the understanding of nationalism given by the fact that after the disintegration of the USSR, both the policies of the Western allies were compatible with the policies of the Turkish nobility. The fact that Russia started to withdraw from the region in 1990 caused the emergence of a new idea of 'Turkish World' in Turkey. This period has created new excitement and high expectations both in Turkey and in Central Asia. Cultural ties have been tried to be rediscovered in Central Asia and Turkey. With economic, political and military solidarity, attempts have been made to shape a new Turkish bloc idea." (Gökırmak/ http://www.kamudiplomasisi.org/2014)

The establishment of the Turkish Cooperation and Coordination Agency (TIKA), which has been recognized as one of the most active actors of Turkish foreign policy and public diplomacy, should be considered as one of the most important of these initiatives. "The purpose of TIKA, which was established in 1992, is to assist the development of the countries in the development path, especially the countries where the Turkish language is spoken and the countries neighboring Turkey, economic, commercial, technical, social, cultural and educational areas through projects and programs ." (http://www.tika.gov.tr/tr/2014)

From the years of 1990 to the beginning of the 2000s, Turkey has entered a period of economic, political and diplomatic attempts to adapt to new democratic and liberal processes. However, it has also been struggling with a wide range of internal problems. The February 28 postmodern coup process, the unstable environment created by the coalition governments, the economic crises, the uncertainty caused by the European Union process, and especially the terror problem since the early 1980s, have inevitably led to the development of Turkey's foreign policy.

From the year 2000, "One of the most important features of the process that started with the AK Party government is to take the turmoil of the EU-Turkey negotiation process, which is the main agenda of the long-lasting Turkish foreign policy. And Turkish foreign policy has been concentrated in the Middle East "(Gözen 2012:118) "The basic principles of Turkish foreign policy in the 2000s are stated as high-level political dialogue in regional politics, security for all, mutual economic dependence and protection of multiculturalism."(Zengin 2010:95)

Along with this problematic process, one of the main motivational sources of the new foreign policy understanding has been the goal of 'Kemal Atatürk's Peace at Home, Peace of the World', which manifests itself in the foreign policy stance
followed by the establishment of the Republic. The main features of Turkish foreign policy are that "the bureaucratic-pragmatic method used in determining decision and action in foreign politics is striking. According to this method, rather than changing external forces and power structures, foreign policy decisions are taken as a response to external situations and events, and problems are resolved through diplomatic bargaining." (Yavaşgel 2012: 6) It is stated that it continues with its size.

In Turkey from 2002 until the day, "a foreign policy, internal politics of security and democracy to establish a delicate balance, zero problematic relationship with neighbors; Close relations with the Middle East, the Balkans and the Caucasus; There are many complementary relationships with actors such as the US and the EU; an active diplomatic approach to international organizations and peace-building efforts." (Özcan 2010:171) In this period, the appearance of Turkish foreign policy is described as "a profile that envisions very peace from the war, a diploma that is hard for the solutions, and emphasizes dialogue." (Mengü et al. 2012:98)

Contrary to traditional foreign policy, this new foreign policy is considered as "Proactive Foreign Policy Strategy. It is stated that this policy emerged as a necessity of the existing conditions; this policy is defined as the initiative of Turkey to use its own potential to develop and implement long, comprehensive, efficient plans to improve its national interests and increase its effectiveness "(Gözen 2010: 128).

According to Joseph Nye, "soft power expresses the appeal of a country's culture, political ideas and policies. The fact that the policies that countries follow are legitimate before others, increases the soft power capacity of that country." (Kalın 2010:53) The aim of foreign policy which Turkey followed in the years 2000; "Peace and stability must be maintained and protected in a vast geography extending from the Balkans to the Middle East and then to Central Asia. It is also aimed at creating freedom, pluralism, good governance, respect for human rights, rule of law, a prosperity zone where democracy prevails, and Turkey becoming one of the most important actors of Eurasia." (Davutoğlu 2010: 36)

It should also be noted that the inclusion of foreign and domestic policy issues today is at the point where all of this interdependent perspective has been reached, "The discussions on Turkey's identity are now openly and freely debated. Religion, state, individual, society, community, identity, politics, culture, art, Kurdish problem, Alevi, non-Muslim citizens, democracy, human rights, transparency constitute the Great Turkey Debate. And this discussion is local, global, individual and social, providing for self and others' harmony, creating space for new opportunities." (Kalın 2011:20)

In contrast to hard power, soft power means "different areas of penetration and attraction beyond military and economic indicators; culture, education, arts, written and visual media, film, poetry, literature, architecture, higher education (universities, research centers, etc.), non-governmental organizations, science and technology infrastructure and innovation capacity, tourism, economic cooperation platforms and diplomacy as far as fields." (Kalın 2011:54) According to Kalın,
Turkey, which is not only limited by its historical and geographical region but also has a relationship of about 200 years with modern western societies, has not left Ottoman experience in the context of modernization. And it supported it with other reforms, especially the proclamation of the Republic, and brought it to today’s contemporary appearance. The living structure of the Turkish democracy and the Turkish civil society sector (developing), which make significant contributions to the political, economic and social practices of Western societies in the world, constitute the most important foundations of fine power not only in the close hinterland of Turkey but also in modern western societies. Despite the turbulent course of Turkish democracy since 1950, the experience of democracy has contributed to the development of the demands of different segments of the Turkish society such as fair sharing, participation, representation, transparency and accountability.” (Kalin 2011:55)

In Turkey, the concept of public diplomacy, which has recently become an important part of Turkish foreign policy, and the importance of its implementation, have a sufficient level of awareness of the state and government, and civil and private initiatives. Efforts in terms of institutionalization and coordination are also seen in order to further strengthen the practices of Turkish public diplomacy.

It was the Public Diplomacy Coordinator established in 2010 within the Prime Ministry, which best demonstrated this preeminence. Before that, the Turkish Cooperation and Coordination Agency (TIKA), which has been carrying out activities in mutual cooperation with the aim of strengthening the Turkish image in the Balkans and the Soviet interland since the 1990s, is coming.

In order to open this framework, the public institutions that carry out the public diplomacy activities of Turkey are composed of the Turkish Radio and Television Corporation (TRT), the Ministry of Culture and Tourism, the Ministry of National Education, the General Secretariat of the European Union (EUSG), the Turkish Cypriots and Relative Communities Presidency, Turkish International Cooperation and Development Agency (TIKA), Press and Information Directorate, Anadolu Agency, Prime Ministry Promotion Fund and other organizations carrying out similar activities. Of course, civil society organizations, charities, private educational institutions, private sector representatives, cultural arts organizations, etc., which have become important actors of public diplomacy today should also be counted.

However, it should not be forgotten that domestic political and ideological contests in Turkey are one of the obstacles to effective public diplomacy. In addition, the fact that public diplomacy in Turkey is newly institutionalized as a phenomenon and the infrastructure that has not yet been attained as an institutional structure and resource capacity in this context has to be emphasized as elements in the source of problems. Therefore, these structural inefficiencies bring limitations to strategic planning and organization in public diplomacy. It leads to the fact that the studies are more restricted to applications. But;
In the past, wars were won on the front, made with a tank-rifle; but nowadays communication, interaction, image, persuasion, perception wars are taking place. You need to tell yourself, introduce yourself, put your strength to the test. It is imperative that you persuade the public for the correctness of the policies you are following and that you should support them. Turkey should look at public diplomacy as a strategic issue that deals with national interests. It should be seen as a great addition to building the future. (Özkan/http://www.kamudiplomasisi.org/2017)

4. Discussion and Conclusion

4.1. Limits of Turkish Public Diplomacy

Essentially, public diplomacy is defined as "a planned and organized effort by which international corporations, corporations or governments are engaged in the pursuit of mutually beneficial relations with the policies of other peoples." (Gilboa 2008:57)

It is stated that the way of achieving success in public diplomacy in the same way if the management and understanding of the relations with the peoples is initiated in the institution in the first place is possible not only by limiting it as an interstate work field but also by creating a wide participation and understanding atmosphere of the people of the country. (İnan 2012:69)

Turkey, after the Republic, "only the politics towards the West 's policies, the Middle East, the Caucasus and Balkan countries for many years prevented the establishment of a relationship. Therefore, it is stated that the most important aims of recent politics are to re-establish old relations, to remove prejudices from the past and to establish a new level of cooperation and relations." (Güzer/www.ekopolitik.org/2014) In addition, in the same frame, it seems that very intensive and extensive collaborations have begun to be carried out in cooperation with the Central Asian Turkic Republics, which gained their independence after the USSR.

Therefore, Turkey, which has experienced many developments and transformations especially in the 1990s, has started to develop the capacity of producing problem-solving policies in these fields by presenting more realistic problem areas in political, economic and social fields. Neoliberal policies to increase mobility in the free market economy, as well as economic and political reforms in the field of law and democratic and libertarian views to gain a view of the world public opinion, in some measure to serve to create positive transformations can be said.

However, it should be noted that besides all these positive developments, Turkey faces many political and legal crises brought about by the democratization process. In particular, it is understood that there is no zero problem-based approach to neighbors in practice. And even the diplomatic language of Turkey seems to be a bit harder to say than the compromise. This includes Syria and Russia, Iran and Israel in the last period. A dangerous process has also been entered into the Middle
East with the recent spiraling of political activism called 'Arab Spring' to Syria.\(\text{http://www.mfa.gov.tr/2015}\)

For this reason, Turkey's 'agenda setting power' does not seem to be very effective in the region. In this context, Turkey has established TRT Şeş, TRT AVAZ, TRT Türk and El-Turkey (TRT Arab) channels within the TRT in order to reach the foreign chambers of its own region and Turkish diaspora.

Like Turkey, "a state with many historical prejudices, which, on the one hand, wants to participate in the European integration movement but has to preserve its traditional ties with the countries of the East on its other side and also frequently faces international problems due to its geopolitical situation and is finally unfairly against it, it must be more careful and responsive."(Yavaşgel 2012:23)

Moreover, the events in the Middle East in recent years have reached threatening dimensions of Turkey's achievement in relation to the countries of the region and the public diplomacy it carries out. Turkey's policies and political and military decisions about the region bring to the freezing points the communication with the political actors of the region.

TESEV's "Perception of Turkey in the Middle East" study conducted in 2011 compared the three researches conducted in 2009, 2010 and 2011 and examined the changes in the perception of Turkey on a country basis. The most radical change here is seen in Syria. Turkey's favorable evaluation rate, which was 87% and 93% in 2009 and 2010, decreased to 44% in 2011. Another significant decline is that in 2010 85% of Iranian respondents looked favorably on Turkey, but this rate decreased to 71% in 2011. The other countries where the positive rate of looking at Turkey has declined are Jordan, Lebanon and Palestine.(Akgün 2011:5)

In the face of the growing reality of international and regional security concerns today, the risk of countries turning to harshness is increasing. It is the creation of the concept of 'intelligent power' in which the hard power and fine power tactics and tools that have to be done are successfully balanced. Considering the multi-actor nature of the public diplomacy, some suggestions have been made to overcome the important shortcomings of the Ministry of Foreign Affairs's institutional capacity for Turkish public diplomacy: (Efegil/www.kamudiplomasisi.org/2015)

- The state should not free the information needed from the public by freeing the vague concepts such as state secret, national security, national interest, and fearlessly.

- Foreign policy should be freely debated, and state units should take their views into account rather than imposing their own views on others.

- Political elites, opinion leaders and members of the media should move away from harsh discourse and talk about more technical and more scientific data.

While Turkey has begun to attach importance to public diplomacy activities, it should be able to use 'international strategic communication management' more rationally in process management. In this way, 'relationship management' should
be able to create more creative models for construction. A more 'productive management' approach should be adopted in public diplomacy by changing the static structure observed until now. In the direction of these parameters, civil society organizations, strategic research centers (SAM), public opinion research companies, media, opinion leaders, universities, coordination programs, associations and foundations, which will be operating in many fields, moving away from the perception of public diplomacy as 'diplomatic communication' should be attributed more importance to the use of non-state civilian means such as

At the same time, it is very important to be able to develop the global diplomacy strategy, which will be implemented under the "holistic" approach to be put forward in this way, as a global act of attitude not to be confined to a specific geography, region or ethnic group. So much so that the contribution of this attitude seems to be quite high in the branding of the country’s identity.

In addition to these, it is useful to emphasize the lack of empirical researches made on the field by going out from the applied field studies. Unfortunately, in the context of public diplomacy in the literature review, there were not enough empirical researches on the construction of the perception of the country. It has been observed that related studies have remained more theoretical. Therefore, in order for Turkey to be more effective and creative in public diplomacy, and in parallel to have a stronger perception, which can create a much more favorable image of the target masses, it is necessary for the Turkish hinterland and then the empirical the necessity of increasing field work is of great importance.

As is known, nowadays, public diplomacy is carried out more effectively through development aids. For this reason, peace and development in today’s 'global environments' may be possible with development aids aimed at developing regional cooperations. As a result, development assistance is a 'perception' concept in international relations and constitutes one of the important parameters of the infrastructure of the country's brand.

Now, the global efforts to develop the 'Global Partnership for Development' approach have become indispensable tools for international politics. These development-focused aid grants actually serve to prepare infrastructure for long-term economic-political and socio-cultural co-operation among countries. It is also of a strategic nature for countries targeting the global actor role in the international conjuncture. As a result, the visibility of the countries in the international are increasing with the public diplomas carried out within the framework of development aid, and the perception is getting stronger, so that the identity is being branded by constructing the image in a positive way.

In this perspective, in order for Turkey to become a 'strong model' in public diplomacy around the world, it must be recognized as an indispensable condition to focus on the following elements that will increase brand value:

- Importance should be given to fundamental rights and freedoms and democracy, which are common values of mankind,
- Ensure that the quality of life of the citizens is high,
• be able to raise the level of participation of citizens in decision-making processes,
• Every community should be able to be civilian, NGOs must be active,
• Efficiency in international organizations should be increased,
• The level of education and training of the world’s leading universities should be reached in the higher education system,
• The scientific level of Turkey with the joint projects between universities should be introduced and strengthened,
• Scholarship opportunities given to foreign students should be further strengthened so that more foreign students from around the world should choose Turkey for higher education,
• Science and technology production should be increased to develop international competitiveness,
• Brand creation in trade and industry should be provided at high level,
• Athletes should be supported in order to be able to represent the country in every branch of sports, work should be done focused on successful results in world and Olympic competitions,
• Quality should be developed in the tourism sector, strong investments should be made to ensure the visit of more tourists,
• Turkish cinema and television industry should be supported, Turkish culture and civilization should be better introduced with effective, quality productions,
• For children, students, future leaders and managers, artists, journalists, intellectuals, sportmen etc. for an effective public diploma. the target audience from each different location should be well-recognized and effective programs should be produced for each,
• Regional and global peace and stability should be provided at a high rate,
• Sensitivity must be demonstrated to develop an integrated strategy - intelligent power - created with both hard and soft power to reach the targets.

As a result, in order to pass the above-mentioned perspective on public diplomacy, it is necessary to underline the importance of acting according to the strategic management plan. In this context, developing human resources understanding that the public officials to be appointed to represent the country in foreign societies have the infrastructure that can represent the vision put forward in the above model is one of the most important issues. For this purpose, the different public officials to be appointed abroad should be given a basic criterion to know the language of the country to which they are going to leave without discrimination of duty. Or they should be one of the important extensions of the strategic management approach to learning the language of the country to be trafficked, and then being trained in the training programs for obtaining the culture. To date, it is
difficult to talk about the validity of this strategic measure for foreign assignments in Turkey.

At the same time, as an important next step in strategic management planning, it is necessary to talk about the value of acting by calculating the matrix, which can benefit from the infrastructures of Turkish citizens who have been living in foreign societies for a long time, such as occupational experience, education and language level, cultural interaction power. And it must be emphasized that with such rational approaches it can be said that the meaningful development of increasing the representation power of Turkey in the global plan.

In essence, all these efforts in public diplomacy must be functional as an interactive and virtuous process, and it must be considered to be a continuity and to be built in this way, in order to be able to 'inherit' world values.

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